

Y O U ' R E I N V I T E D ...

# Alicia Forest's Mastery of Business Academy Diamond Mentoring Program

October 2016 – May 2017

It's time...

There comes a time when you know you need higher-level support (and maybe you've known for some time), and you're ready to make the decision to invest in yourself and your business through a mentor coach.

Alicia's MBA Diamond Mentorship Program is unique in the level and amount of access to Alicia you receive for an investment that will make you smile. 😊

**Is it your time and your  
turn?  
I believe it is...**



## Intuitive Business Strategy + Lifestyle Design

Alicia's MBA Diamond Mentorship Program is an intimate, immersive, high-touch creative space and place for passionate entrepreneurs who are ready to create a successful and sustainable business, on their terms, in their time.

Alicia's ready to guide you during the next 8 months through the next evolution of your entrepreneurial vision so it becomes your reality. Are you ready?

### Private Mentoring with Alicia...

#### Private Coaching

Diamond clients get abundant private coaching time with Alicia.

#### Private Email Access

Direct and private email access to Alicia for more support.

#### Private Retreat

Full day with Alicia focused solely on YOU and YOUR business.

## Diamond Mentoring...

This 8-month coaching and mentoring program is designed to guide you with personal, intensive, private attention.

The core of Diamond is private coaching, via in-person, phone and email. Due to its intimacy and intensity, there are only 4 spots available.

### Exclusive & Intimate

The Diamond Mentorship Program with Alicia is limited to a maximum of just 4 clients, so rest assured you'll get all the personalized support and attention you seek at this stage of your business growth.

So if you've done the big group thing before but you're now ready for more personalized support, then Diamond is the place for you.

### Leverage

Showing you how to leverage what you already know and do is one of Alicia's specialties. As a Diamond client, you'll be able to see exactly where you've been leaving money on the table, and how to turn time in your favor for bigger profits.

### Strategy + Intuition

Alicia blends her love of strategizing with her intuition, giving you the perfect blend of just the right kind of guidance and support so you can get the results you want more quickly and more easily, and more importantly, in the way that feels right to you!



*"I love my business because it affords me the life I want, by giving me the time, money and creative freedom to experience it in the way that's most meaningful to me – does yours?"*



## Diamond Mentoring with Alicia is for you if...

- You're ready to re-assess the way you're making (or not making) money. Not much is working when it comes to creating consistent cash flow, and you don't know why, but you're ready and willing to receive support to figure it out.
- You're ready to stop playing small but aren't inspired by the idea of working too hard for too little return either.
- You don't have a desperate desire to make a million dollars but do have a deep desire to make more than enough income to experience life in the way of your choosing.
- You want to truly harness the power of leverage so you have much more time to spend however you want, while making a lot more money.
- You have enough information already (and then some!). What you want are actions steps to implement successfully all that you already know, tailored to your market, your message and your mission, designed in a way that honors your authenticity.
- You're open to receiving support from a proven 'here's what I would do' approach because you're tired of second-guessing yourself.
- You've gotten a footing in other programs, but want to build momentum and move forward faster with a much more personalized approach.
- You want just the right mix of coaching, teaching, and individualized support, without breaking the bank.



*"When your outward desire meets your inner resistance, that's when you need a coach."*





## Diamond Mentoring with Alicia is for you if...

- You want to get on a private coaching call and dive deep into your agenda, where the focus is solely on you.
- You thrive under personal attention, are able to take the direct coaching and run with it, knowing you can ask for additional support when you need it.
- You feel a resonance with Alicia and her particular approach to designing a business that keeps your priorities first, that's not time-intensive, yet still highly profitable.
- You want a partner who will help you create something YOU love that's based on your desires, terms and time. There's no such thing as a 'do whatever it takes, no excuses approach' to Alicia's coaching.
- More than anything, you're ready to take action – and you know it. You're finally ready to take the leap, stay in faith, and finally realize that investing in yourself at this level is nothing less than believing in yourself at the next.

**Does any of this resonate?**

**Then it's time to say YES to yourself and become part of Alicia's Diamond Mentorship.**



*"A 'lifestyle business' isn't about palm trees and 4-hour work-weeks. It's about never missing a moment that matters."*





## Diamond Mentoring includes...

### Private One-on-One Coaching with Alicia

#### 1. In-Person Full Day Strategy Retreat (value \$3000)

This full-day retreat allows you and Alicia to get a clear picture of what you'll be creating. We'll take an audit and strategic assessment of your business, look in-depth at your results to date, dig deep to excavate your deeper desires, focus on the big picture and the long view, get the strategic sequence right and on paper, and build execution into strategy for your next higher level of growth.

*- Note: We'll book your strategy retreat as soon as possible after your application is received. Retreats are held on the seacoast of NH and include snacks and lunch. Travel and lodging are not included. Retreats may be done virtually.*

#### 2. 10 Private Coaching Calls

We'll kickstart your Diamond Mentoring program with 1 60-minute call where we'll create and embrace an approach that honors all of you – your personal life, your time, your energy, your truest desires and vision, and more. Your additional 9 calls are 30-minute private coaching sessions with Alicia to use when you most need them, though at least once a month is strongly encouraged. You may double-up on sessions when needed as well. Sessions may be booked on any of Alicia's scheduled coaching days each month.

#### 3. Private Direct Email Coaching with Alicia

As a Diamond client, you can email Alicia just when you need coaching and support the most, instead of waiting for your next scheduled coaching phone session. Using a private client-only email address, your questions and requests for support rise to the top of Alicia's inbox so you receive a priority response. Alicia places a high value on email coaching, as her experience and client feedback over the years has shown that extraordinary shifts are made in this format, often times more than can occur during a phone session.

#### 4. Private Weekly Check-in's

Each Friday you'll receive a personal progress check-in email from Alicia, to follow your progress and make sure you're on track and moving forward.

## Client Success Stories...

### "I made \$120k in my first 12 months"

"Since working with Alicia I have run two teleseminar series, created two info-products, doubled my database through a telesummit and filled a live workshop and two high-end programs.

**I made \$120,000- in my first twelve months in my new business.**

If you want somebody who is there for you when it really counts, when you implement, then Alicia is the right mentor.

**Alicia's savvy advice just at the right time helped me to move extremely fast and implement more than I ever could have on my own.** I could count on her to be there for me when I needed it the most, in those moments where fear got the better of me. She helped me get clear and get over myself and move forward again.

If you're really serious about building your business, I highly recommend working with Alicia."

Yvonne McIntosh  
Solopreneur Marketing Mentor  
[www.ClientProsperity.com](http://www.ClientProsperity.com)



### "Hiring Alicia was one of the best decisions I could have made made to get my business to the next level..."

"I've had the pleasure of calling Alicia my coach since January 2009. At the start of 2009, **I took the leap and signed up for her services, paying way more than I thought I could possibly afford...** my business was barely making 5-figures at the time.

**Since then my income has tripled, I've passed the 6-figure mark and my business continues to grow every year, even though I'm a full-time mom of 3 little girls.**

Alicia didn't share a secret formula that I wouldn't have eventually figured out myself, but why should I spend who knows how many years trying to get it right on my own? Plus, I never would have made some of the drastic changes I have without Alicia's support and the sounding board of someone I trusted to give me the extra confidence to go for it.

**Hiring Alicia as a coach was one of the best decisions I could have made to get my business to the next level."**

Lisa Nelson, RD, Online Business Manager & Dietician  
[detailprojectmanagement.com](http://detailprojectmanagement.com) and [healthpracticesonline.com](http://healthpracticesonline.com)



## Client Success Stories...

### "I generated \$100k in my business..."

"I have had the privilege to have Alicia Forest as my coach, and **as a result of Alicia's wisdom combined with the structure and support that she has provided, I have made outrageous progress toward setting the foundation for success in my coaching company.**

I chose a defined target market in the financial services industry and capitalized on my unique personal brand to attract it. I created a valuable signature system and custom designed my website with a free report and opt-in page. To further enhance my brand identity, I designed and printed professional marketing collateral.

I delivered 9 VIP Days designed to significantly move my clients forward in their businesses. I also created more robust programs including a Diamond, Private Platinum and Gold Level coaching programs. I have enrolled my first two Private Platinum clients and a Gold level client as well. I developed an alliance with another coaching company who is now a strategic partner.



**During this time, I also generated \$100,000 in new business.**

I highly recommend working with Alicia if you want to grow your business much more quickly and easily."

Susan Danzig  
Business Development Expert to Financial Services Professionals  
[www.susandanzig.com](http://www.susandanzig.com)

"Alicia, things here are flat out exploding in an extremely positive way. I am completely opening myself up and accepting it all. It feels soooo good to see the fruits of my labor.

I can't wait to share with your OBBW'ers how you helped me feel the confidence and broke things down so all this was attainable!

For now, I want to share a celebration! Last week we realized that we are almost at the \$200,000 mark for this school year.....and I just got a call that will mean we will easily break \$300,000 for the school year!!!! THIS SH\*T JUST GOT REAL!"



**UPDATE: Claire hit the \$500k mark this year!**

Claire Pahucki  
Owner, Ms. Claire's Montessori Schools, Ms. Claire's Music Cupboard, and [BeAPurposefulParent.com](http://BeAPurposefulParent.com)



## Client Success Stories...

**“Alicia gives you everything and doesn’t hold back...”**

“I can’t say enough about getting the chance to work with Alicia. After attending her OBBW Workshop I signed up on the spot to work with her privately.

To kick off our work together I attended a **full day private retreat where together we mapped out a plan for my business, my launches, my marketing and how to generate the income I was looking to achieve.** Not only did I leave the retreat with exactly what I was looking for but much more. Alicia gives you everything and doesn’t hold back. I’m so fortunate to have her as both a mentor and friend and I can’t recommend her highly enough. It will be one of the best business decisions you will ever make.

**UPDATE:** Since working with Alicia, my entire life and business has changed. **In the last two years I've quit my job, passed the 6-figure mark, hosted three live events, launched and filled three new courses, filled my practice and recently launched my newest mastermind program.** And I'm on the airwaves with a partner when with a new podcast called, The Business Girlfriends Show.

**I can't thank Alicia enough for providing a beautiful example of what a lifestyle business should be!”**

Jeannie Spiro  
[www.jeanniespiro.com](http://www.jeanniespiro.com)

**“I wanted to thank you for the year of coaching that was so amazing. It really lifted my business to the next level and got me ready for leveraging my time with being a Mom.**

Our coaching program was perfect as far as the amount of coaching and content. Any more would have been overwhelming. I loved all the personal attention I got. Basically anything that came up in my business that I needed help with, I had the opportunity to get assistance very quickly, through the MBA Q&A calls, the Facebook group and my private coaching.”

Melissa Kitto  
[www.CommunicateWithAngels.com](http://www.CommunicateWithAngels.com)



## Investment

So, what's the investment to become one of only 4 of Alicia's Diamond clients?

If we broke it down, element-by-element, the fees for the Diamond Mentorship Program would be over \$30,000.



Regular investment: \$15,000.

**Private Invitation Only: \$12,000.**

**Full Pay: \$11,000.**

Invest in full upfront and save an additional \$1000-

Payment plans are available.

**Please see full details and application at the end.**

### *What can you expect from Alicia?*

Her all – her almost 16 years of entrepreneurial experience, her proven track record of success with hundreds of clients, her current and future knowledge, her earned wisdom, and her intuitive guidance. And a whole lot of caring about your business and life dreams too. No less than that.

Alicia's all in. Now it's up to you.



## Client Success Stories...

**“After two years of coaching privately with Alicia, I went from zero income to 6-figures...”**

“I have learned so much from working with Alicia, but the one thing that really stands out is when she taught the class on “How to make \$1000 in a day.”

At first I looked at that title and felt a bit resistant—as a newer online business owner, how was that even possible for me? But as Alicia went through the content, so many light bulbs went off. She actually gave specific, concrete examples of how any of us could bring in that kind of money—no matter what type of business we are in. I learned realistic methods I could start putting into place right now.

**Alicia shifted my thinking profoundly. Because of her examples, ideas and encouragement, I now have several plans in the works for how I can generate that kind of money in my business.** Before, I had sort of a hazy idea about how to go about it—and I wasn’t so confident. Now I am so excited because I feel I have the steps to implement the strategies to make those kind of pay days a reality.

I believe in myself so much more and can’t wait to implement what I have learned. The best part is knowing that these are things I can do not just once, but over and over as I grow my business. It’s very exciting!

**Update: After two years of coaching privately with Alicia, I went from zero income to 6-figures, created the brand I’m now known for, held my first live event (and many more since), and so much more. The bottom line is that Alicia changed my life.”**

Christine Gallagher  
Relationship Marketing Mentor  
shesgotclients.com

**“Coaching with Alicia has enabled me to build a \$250,000 business in less than 6 months...”**

“I was one of Alicia’s very first Private Platinum clients, after having participated in pretty much every one of her programs before that.

Each time I worked with Alicia, my business grew by leaps and bounds (as I share on many of her program pages).

But what I wanted to share with the OBBW attendees is this:

**Coaching with Alicia has enabled me to build a \$250,000 business in less than 6 months and to have a team around to support me while I went through a major ordeal with my family, allowing me the time and energy I needed to be present with them.**

It wasn’t a cake walk, but it all fell into place and we’re on track to breaking \$500k by year end.”

Laura Lee Sparks, CEO, Legal Marketing Maven





## Client Success Stories...

### “Alicia always over-delivers ...”

“I’ve worked with Alicia as my coach and trainer and what I love about her is that she gives you all the tools, templates, emails and other resources you need to succeed. She doesn’t hold back and she is all about business abundance and wants the same for her clients. **Alicia always over-delivers and you will be thanking yourself for investing with her!**”

Sandra De Freitas  
[www.wpblogsites.com](http://www.wpblogsites.com)



### “What I value most about Alicia is her honesty and her optimism...”

“I decided to work with Alicia privately when I was in the midst of shifting from being a marketing coach to working with those I call spiritual adventurers.

I know my way around the marketing block. I’ve been teaching marketing and business building to my own clients for the last 5 years. But I also know how challenging it can be to maintain an objective perspective on your own business. I loved having



Alicia’s viewpoint and experience in helping me create a really solid foundation for my new business direction. **Being able to spend the whole day with both of us focusing on my business, brainstorming and mapping out a personalized business plan in my retreat was so incredibly helpful.** Right off the bat, we came up with this really simple list-building strategy that allowed me to go from zero to 225 people on the new list in just 2-3 weeks.

**Alicia’s very generous in sharing what she has, and it seems like no matter how much I might already know about a specific topic, she always has another idea, or tool, or resource to offer.** As an example, recently I created a spiritual inspiration card deck and Alicia was able to suggest this really cool funding resource that I had never heard about as a way to get the deck published without me spending money out of pocket.

**What I value most about Alicia is her honesty and her optimism. Those are the qualities that allow a coach to be the most supportive and effective in moving clients forward. And that’s what Alicia does for her clients.”**

Helen Graves  
[www.PowerofYourThought.com](http://www.PowerofYourThought.com)

## Your Gifts in Diamond (*value \$15k+*)

### 1. One gift ticket to Alicia's Fall 2017 event (*value: \$1k-*)

Details to be release in early 2017 for this brand-new event.

### 2. Mastery of Business Academy – 100% access

Includes dedicated members-only site, 6 training classes, monthly live Q&A call, two ½-day implementation virtual retreats, monthly list-building and leverage focus, private Facebook group and more. (*value: \$5000-*)

### 3. Strategic Business Planning Virtual Retreat + all other virtual events

A complimentary ticket to Alicia's annual Strategic Business Planning Virtual Retreat, as well as any and all virtual events held during your program period. (*value: \$1k+*)

### 4. Periodic promotions of you and your business

Alicia will promote you, your business and your offerings via social media to her combined lists of 40k followers. (*value: priceless*)

### 5. Profitable Small Events Training Course

You get full access to Alicia's brand-new training course, which includes 6 training module recordings, transcripts and more supporting documents and materials. (*value: \$2k*)

### 6. How to Write, Publish & Market Your Print Book Training Program

Delivered in 3 modules, this comprehensive training is focused on writing, publishing, and marketing your book – plus you get Alicia's experience in publishing her own print book. (*value \$1k-*)

### 7. Launch Logistics Intensive Training Course

You get full access to the spring 2016 teleseminar course that takes you step-by-step through launching your offers successfully. Includes audios, transcripts, worksheets, checklists, charts and more. (*value: \$2k*)

### 8. Alicia's Training Library

You'll have unlimited access to a comprehensive library of training modules to utilize whenever you need specific actions steps to implement a particular strategy. (*value: \$100-\$1000 for each*)

### 9. Client-Only special savings

Savings on additional coaching calls and VIP days, when available. (*value \$500-\$1000*)

## MBA Diamond Training Modules

*Higher-level trainings  
ready for you today...  
or just when you  
need them.*

### **How to Write, Publish and Market Your Kindle book**

Not quite ready to write a print book? No worries as we'll get you started with a Kindle book in as quickly as a month from written to launched. Alicia will share with you multiple strategies to publish a short Kindle book that will bring you more clients and customers and ultimately lead to more income.

### **How to Design, Fill and Deliver a Live Event (the short version ;-))**

With Alicia's coaching, many of her clients lead their own events that bring them anywhere from \$30k to over \$100k. If you want to be leading your own live events, whether 1-day workshops, VIP days, or larger 3-day events, this is the training for you. Alicia includes all her experience of leading 5 live events, including what pitfalls to watch out for, as well as all her checklists, marketing calendars, promotion strategies, affiliate invitations, emails campaigns and more.

### **How to Design, Market, Deliver and Profit from a Virtual Event**

Whether it's a telesummit, videosummit, awards program or virtual conference, this training will give you everything you need to profit, immediately as well as later, from your own virtual event. Whether it's how to get speakers, reach more participants, use technology, write effective promotions, get sponsors, how to price and upsell, and anything in between – this training has you covered.

### **How to Turn Your Content into a Profitable Online Course**

In this training, Alicia will show you exactly how to take one piece of your core content and turn it into an evergreen online course, which means that your market can learn from you whenever they're ready. All you have to do is point them to the opportunity, which is a system that we'll set up to run on auto-pilot. This is one of the most leveraged ways to reach more people and increase your income from just this one revenue stream.

### **How to Increase Your Lead Generation**

In this training, we'll move beyond list-building to generating paid leads into your business. Whether it's a small purchase that turns a prospect into a paid lead or it's a bigger time purchase through a more thorough education-based campaign, you'll learn how to make hay with the people who are already connected to you.

### **Amplify Your Impact with Platform, Publicity & PR Building**

In this training, we'll focus on building your 'known factor' and creating or enhancing your platform so you can reach the masses with your message. We'll create your speaker page, media kit, and your PR and publicity processes so you can attract opportunities that put your business on the map.



## MBA Diamond Training Modules

### How to Create a 6-Figure Membership Program

Let's take the whole membership model and turn it into its own 6-figure income stream, whether you have 50 members or 500 – you'll know what you need to do to create it, attract members, keep them, as well as how to always have a waiting list of interested members, how to run it easily, and how to make it fun!

### Optimize Everything!

In this training, Alicia will lead you step-by-step through how to optimize what's already working in your business to date, repeating what works with an uplevel to increase your traffic, leads, offers, conversions, and upsells to double your sales or more before ringing in 2017!

"Thank you, Alicia, for creating such a beautiful and sacred Diamond space where I could show up as I am, with my many ideas and visions for my work and how I see them unfolding in the world. You allowed me to ramble what I felt were disconnected thoughts and ideas - and you somehow magically connected them for me, helping me see that I wasn't off track - I was very much ON TRACK!

Through our phone coaching, our e-coaching, and our personal retreat, you captured every thought, every idea, and every thread of discussion - and gave me more juicy nuggets to ponder. **Your business coaching and intuitive guidance was always spot-on, and your powerful questions led to many breakthrough moments. I have never felt so taken care of in my business!"**

Tina M Games

"The Moonlight Muse" & Life Purpose Intuitive and Creative Possibility Catalyst

[www.JournalingByTheMoonlight.com](http://www.JournalingByTheMoonlight.com) and [www.LifePurposeLegacy.com](http://www.LifePurposeLegacy.com)

"Alicia, more than my coach; my guide, my teacher and my inspiration. Thank you for your continued support, the endless resources and your authentic intuition. **Through our work together, I have become unstuck, finally moving myself forward out of the limiting patterns that held me back.** Your caring, yet forward nudge to either go for it or throw it all in, moved me out of fear into confidence.

Your belief in me has gifted me with the most important lesson of all: I now believe and value myself. I am grateful you choose to show up as your true self each day, as you instill that same courage in all of us that you coach to do the same."

Elizabeth Scala

[www.elizabethscala.com](http://www.elizabethscala.com)



# Lifestyle, Leverage, Legacy...

My desire for you is singular – that you create the highly profitable business that YOU desire and deserve – around your priorities and what's most important to you, and you do it on your terms, in your time.

Perhaps you know by now that I am about three things:

1. Lifestyle
2. Leverage
3. Legacy

Succinctly that means that I've built my business to fund the lifestyle I desire based around my priorities, which for me is Family First. I use leverage to make that happen in small pockets of time and effort for big results. And at the same time, I'm building a legacy for my family.

My core strength is helping entrepreneurs build highly profitable businesses that truly honor what's most important to them, and to do that in less than part-time hours so they can create and enjoy the freedom they ache for. It's how and why I do what I do.

I'd love to do it with and for you too.

Cheers,



# MBA Training Modules

## Training Systems:

- List-Building Secrets: 50+ Easy & Essential Ways to Build Your List with Authenticity & Integrity home-study training (*value: \$500-*)- Mastering Leverage in Your Business Training Course (*value \$300-*)

## Training Guides & Audios:

- List-Building 2.0
- Smarter Email Marketing
- Small Events with Big Impact
- Simple Product Creation
- Funnels, Funnels & More Funnels
- Social Media 2.0
- Conversion Optimization for Social Media
- Webinars Embraced
- Visual Storytelling
- Business Design Mindset
- Your Next Evolution
- What's Closest to the Cash Flow?
- How to Create Strategic and Successful Launches
- Hitting the Reset Button on Your Free Taste
- Increase Engagement with Your Audience
- Going Live with LiveStream
- Going Live with Live Events
- How to Prioritize All You Do
- The Simple 7-Step Autoresponder Sales Sequence
- Advanced Signature System
- 22 Ways to Instantly Boost Your Sales Page Conversion
- How to Multi-Purpose Your Content
- Self-Care and Business-Care
- 12 Steps Powerfully Effective Emails
- Moving Prospects into Customers and Clients
- Podcasting 101
- Having the Courage to Create Wealth
- Leverage Your Time to Make More Money Online
- Build Your Team
- Create, Launch and Run Your Successful Membership

- Master the Art of Teleseminars
- Collaborate, Don't Compete
- 30 Days to an Income Generating Info-Product
- Measure, Metrics and Conversions
- Power Strategies to Create and Launch Your Info-Product
- Top 4 Strategies to Make Your Ezine Make You Money (and more...)
- Top Strategies to Get the Most Out of Attending Your Next Event
- Top Strategies to Get Clients to Buy From You In This Market
- Top Strategies to Create a Successful Coaching Gym Model
- Top Strategies to Write Sales Pages That Sell
- Top Strategies to Create Coaching Packages That Sell
- Top Strategies to Recruit, Manage and Motivate Volunteers, Interns, Apprentices to Save and Earn You Money
- 3 Simple Strategies to Creating New Content Continuously
- When, Why and How to Add a New Product to Your Offers
- Get Out of Marketing Overwhelm
- Top Tips for Creating Income with Online Courses
- Top Ten Fast & Easy Credibility Boosters
- Top 20 Holiday Marketing Strategies
- Top Strategies to Building Your Network of 10,000
- Driving Tons More Traffic to Your Website
- Your Manifesto: How to Stand Out in an Over-Crowded Market
- Your Pricing 101
- Conversion Tactics for the Right Kind of Traffic
- 20 Ways to Be Ready for "Too Much" Business
- Less Work, More Money and More Fun Way to Collaborate
- 5 Easy & Effective Ways to Seed Your Offers
- 7 Steps to Quickly & Easily Create Your Signature

*\*Training modules come with downloadable MP3s, transcripts, learning guides & other materials.*