

YOU'RE INVITED ...

Alicia Forest's Mastery of Business Academy Training & Coaching Program

October 2016-September 2017

Affordable, Accessible

This is the place to have online access to Alicia, create momentum, increase cash flow, make things easier, and have a whole lot more fun along the way, without having to invest tens of thousands of dollars.

**No reason to wait –
Let's get rocking!**



Welcome to the Mastery of Business Academy!

The MBA is an online coaching program, personally led by Alicia, for new and seasoned business owners, that includes personalized coaching at a very affordable investment.

The MBA is ideal for you if you're looking for a supportive place to go to as you reach for your next level of business success.

Mastery of Business Academy includes...

Weekly Online Coaching

Built-in momentum and accountability, with full support

Training + Q&A

Training + Group FB Live Q&As are available every month

24/7 Support

Via the MBA private Facebook Group; we're there when you need us

The MBA is for you if... (check all that apply)



You're feeling the loneliness of being out there all by yourself, behind your computer screen, trying to figure it all out on your own.

You wish you had a safe place to go where your real fears and doubts were addressed so you could move forward.

You're seeking great coaching support where admission to participate isn't out of proportion to your income.

You've already tried to make your business work by cobbling together a little support from here and there, but you're craving a place where the puzzle pieces are put together for you.



You're experiencing some success but you're concerned about continuing to make decisions without some level of 'been there, done that' expertise to back them up.

You're not necessarily looking for more information but would like to be able to ask specific questions as it applies to your business.

You love how Alicia lasers in on what's most important to focus on next, not allowing you to stay stuck in the spin-cycle of doubt and confusion.

You want a place where you can go 24/7 and get just the support you need in that moment.



You want specific help in staying on top of what's working so you can stop wasting time and energy on what's not.

You want immediate access to a support group and a place to toss out ideas, titles, price points, launch strategies, language, etc. where you get direction from Alicia as well as from the wisdom of the group.

You crave a safe place to share your ideas, thoughts, fears, doubts, celebrations and more – and to vent too, if need be.

You like the way Alicia's designed her business, and you appreciate that she focuses on the whole picture and not just on making money. And you want to stay connected to her in some way.

Private mentoring would be wonderful, but you're simply not there – yet. Being in the MBA is a great way to pave the way to getting there.

The MBA Program includes...

1. 6 Training Classes

Each training class is your opportunity to learn just-in-time content and techniques that are working right now, which are critical to your online business success. Training classes are delivered via MP3 + PDF so you can dive in when it's convenient for your schedule.

2. Monthly Live Q&A

Our FB Live Q&As are your chance to talk with Alicia personally as she answers your questions and shares resources and advice as needed.

The Q&As will be held via FB Live in our private Facebook group, so you can ask questions, comment and interact with Alicia and your MBA peers live. And of course you can post your questions in advance if you can't join us live. All Q&As are recorded and posted in the FB Group almost immediately upon completion.

Alicia will also be addressing common stumbling blocks and mindset shifts, as well as other issues that bubble up from the MBA discussions themselves, giving you the most timely coaching and support possible.

All Q&As are led by Alicia with the exception of July and August, where there is not a live Q&A, but you may continue to post all your questions within the Facebook group to receive the support you need when you need it.

3. Private Facebook Group

You'll also have exclusive access to the MBA Facebook Group, which is a welcoming, fun, and safe place for MBA Clients to get feedback, support, accountability, ideas and resources. And yes, Alicia will be a frequent participant in the Facebook Group.

4. Group e-Coaching with Alicia

Alicia will be present and coaching within the MBA, so for every appropriate question that's posted to the private Facebook group, she will personally answer it, with the exception being during the summer.

The only other way to get direct support from Alicia is to be a private client, so the value of being an MBA client is at least 10xs the value for the investment.

5. Weekly Online Coaching & Accountability

Alicia will post questions and accountability posts each week in the private Facebook Group. You can be as present as you'd like, and as your needs warrant. It's open 24/7.

6. Monthly List-Building Lift

Because Alicia firmly believes that once you build an engaged audience (your email list), anything is possible, there will be a monthly List-Building Lift. The LBL will focus on one specific strategy to build your email list that is proven and ultimately profitable.

7. Monthly Leverage Lift

Alicia's own success has been built upon the concept of Leverage, so with her expertise in this area finely honed, she will be sharing one specific leverage strategy with MBA Clients from her best practices to grow your business that much faster and easier, without working harder.

8. NEW: Two ½-day Focus Virtual Retreats

By request, we'll be meeting twice during our program year for a 1/2 -day Focus Virtual Retreat, where you'll pick a specific project to make solid progress on or complete during the retreat, with support and camaraderie from Alicia and your MBA peers.

9. NEW SITE: Mastery of Business Academy

The MBA will have a dedicated clients-only website, where you'll find ALL of the MBA information and content in one neat place. You'll have unlimited access to an organized and comprehensive library of training modules to utilize whenever you need specific actions steps to implement a particular strategy. This is specifically designed not to overwhelm you with more information, but to maintain your focus on implementation and growth.

Real Examples of What MBA Clients Do...

The purpose of the MBA is to get you to focus on leveraging what you already have or are about to create, and implementing to get more money in the door sooner than later, all while honoring your priorities and desired lifestyle.

The following is a short list of just some of the things that MBA Clients have worked on while receiving support and coaching from Alicia and the rest of the MBA Clients:

- creating your signature system
- hosting a telesummit/virtual conference
- publishing print books and ebooks
- raising cash fast
- creating a new brand
- structuring email sequences
- languaging for all your sticky business situations
- launch guidance
- closing clients and enrollment processes
- sales conversions
- time management
- self-sabotage and procrastination
- surveying
- hiring help
- pricing and structuring your offers
- brainstorming
- recommended resources
- Facebook Ads
- streamlining and systems
- preview call design
- speaking
- opt-in pages
- teleseminars/webinars/livestream
- VIP days
- money tracking
- videos
- live events
- list-building
- and more...

Whatever you want help with, we're here.

Let's be clear...

You'll get a lot of support and a ton done in the MBA, absolutely. MBA Clients agree that Alicia gives as much tailored support (and extrapolated for the group) as possible.

But if you want highly-individualized micro-step attention, please consider private coaching so Alicia can truly meet your needs.

Recently heard in the Studio...

"My income grew so much this year, I want to keep up the momentum!"

"I'm so grateful I have this group to ask for feedback from! Thanks everyone for always being there for me – especially Alicia!"

"Got everything done I needed to, including making a big decision (thank you, Alicia)!"

"Alicia, how do you always teach just the piece I need to hear on our calls?"

"Thanking you in advance for giving me a safe place to decompress."

"WOW! Thanks for all the help in languaging what I was trying to say, Alicia!"

"Yes, Alicia, another great call. I love the style of these calls because we all get to learn from everyone else's situations. We feel so supported by you!"

Your MBA Trainings

Bonus: Kickstart Training: How to Double Your MBA Investment Back

While listening to this training, you'll create a specific focus and plan on how to double your investment in your program back, as quickly and creatively as possible.

1. Self-Care is Business Care

So often we neglect the self-care piece in deference to our business when the truth is the better we take of ourselves, the better our business can take care of us. Enough said...until the training. ;-)

2. CEO Mindset & Decision-Making

In this training, you'll learn how to be the Chief Entrepreneurial Officer, why this is critical to your success, 4 keys to accelerate your growth, as well as 10 specific strategies to do so. Let's get you out of your own way so you can create the time and money freedom you crave.

3. How to Automate & Optimize Absolutely Everything You Can to Free Up Your Time and Energy

In this training, Alicia will lead you step-by-step through how to automate as many of the tasks and marketing you do every day in your business as possible, as well as optimize what's already working in your business to date, and repeating what works with an uplevel to increase your traffic, leads, offers, conversions, and upsells to double your sales.

4. How to use Evergreen Webinars to Make More Sales

In this training, we'll talk about the myths and realities of adding automated webinars as part of your sales funnel, how to best structure them for higher conversions, the tools you need for easy implementation, and more.

5. 30-in-30 Simple & Free Traffic Generating Tactics

In this training, we'll up the ante on your traffic generating efforts to make sure that wherever there's an opportunity to drive traffic to your site within what you're already doing, it's not lost. Alicia will cover 30 tactics in 30 minutes (with accompanying checklist) to drive a lot more traffic to all your website and other web pages.

6. Turning List-Building into 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 higher-level purchase through a strategic multi-level education-based campaign, you'll learn how to make hay with the people already connected to you.

What's the investment?

Alicia's designed the MBA to be an affordable and accessible alternative to figuring everything out on your own.

Being a regular participant in the MBA will give you the dedicated camaraderie, support and accountability of a peer group with expert guidance from Alicia, which will significantly shorten your timeline to more income, and save you a whole lot of struggle in the meantime.

The MBA is a true workshop-style where you get to move forward not just by learning but by DOING, and by having Alicia as your personal coach, guide and mentor.

Alicia's private coaching fees reach \$22k, so being one of only 20 MBA Clients is worth 10xs your investment in the program.



The regular fees for the MBA are \$450/month or \$5000/annually

**OBBW Special Invitation:
\$2495-***

**For applications received during OBBW*

If you already know you want to stay connected to Alicia, the MBA is the most affordable way to have direct access to her for the next year.

You can even take advantage of our generous payment plan to help you make this decision easy for you.

The next step is to fill out your application and hand it in to one of Alicia's team members.

(And yes, the Diamond Mentorship includes full MBA benefits.)

We're waiting in the MBA for you...!

Your Gifts in MBA (*Value \$5K+*)

For additional support, you'll also receive:

- 1. MBA Client-Only Priority Invitation and Special Savings on Alicia's Fall 2017 event** (*value: \$997-*)
- 2. Strategic Business Planning Virtual Retreat** – complimentary access to this popular annual virtual retreat, led by Alicia in December 2016. (*value \$97-*)
- 3. Client-Only special savings** on specific live training programs coming from Alicia, and on add-on coaching calls and VIP days, when available. (*value \$100-\$1000*)
- 4. Periodic promotions** of you and your business by Alicia via social media to her 40k followers (*value: priceless*)

Your MBA Schedule

Trainings & Virtual Retreats

October 2016 – Kickstart Training & Training #1 released
November 2016 – Training #2 released
December 2016 – Strategic Business Planning Virtual Retreat
January – Training #3 released
February – ½-day Focus Virtual Retreat
March – Training #4 released
April – Training #5 released
May 2017 – ½-day Focus Virtual Retreat
June 2016 – Training #6 released

Group Q&A/Laser FB Live Dates:

October 11
November 1
December 6
January 10
February 7
March 1
April 3
May 2
June 6
July & August: No FB Live Q&As but questions will continued to be answered in the MBA private FB group.
September: TBD

Notes:

- ~ Trainings will be released during the first week of each month where there is a training.
- ~ Monthly List-Building Lifts and Monthly Leverage Lifts are posted in the MBA Client-Only site.
- ~ All FB Live Q&As are 60 minutes and are at 12pm-1pm EASTERN.
- ~ All Q&As are recorded and posted in the private FB group almost immediately upon completion.
- ~ All dates and times are confirmed. However, slight changes due to Alicia's travel schedule or unforeseen circumstances may occur over the course of the program.

MBA Trainings

MBA Training Systems:

- 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
- 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 Site

- 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 System