

## Business Club -Premier Clients Only

You're invited!

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# Program Guide

For 8-Month Program Period - November 2017- June 2018

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 invest in yourself and your business (and your life) through a mentor coach.

Alicia's Lively Biz Premier Mastermind & Mentoring 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 Premier 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?

Personalized Coaching ~ Abundant Direct Access ~ Peer Support

### **Premier Mastermind & Mentoring**

An 8-month mentoring program designed to guide you through creating a highly profitable business that supports your desired lifestyle, with personalized mentoring, along with masterminding and group training, giving you support at all levels.

### **Exclusive & Intimate**

The Premier Program with Alicia is limited to a maximum of just 8 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 customized support, then Premier is the place for you.

### **Strategy & Intuition**

Alicia weaves 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.

### Leverage

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



"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?"

### The Premier Program 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 '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, group and individualized support, without breaking the bank.

- You want to get on a mastermind session and dive deep into your needs, where the focus is solely on you during your spotlight time.

- You thrive under personal attention, are able to take coaching and run with it, knowing you can ask for additional support from Alicia and your Premier peers 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 working with Alicia.

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 realize that investing
in yourself at this level is nothing less than
believing in yourself at the next.

#### Does this resonate?

Then it's time to say YES to yourself and become part of Alicia's Premier Mastermind & Mentoring Program.



"(I)hen your outward desire meets your inner resistance, that's when you need a coach."

## Your Premier Program includes...

#### Private 1/2-Day Virtual Retreat with Alicia

This ½-day virtual 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 8 months and beyond.

#### Monthly Mastermind & Q&A Sessions

We'll meet once a month for a 60-minute (or more) session where you can request mastermind support from your Premier peers, ask questions of Alicia, or both. Whatever you need, we'll provide.

#### **6 LIVE Master Classes**

Each 60-minute class is led by Alicia and will cover a specific topic that will support your desire to simplify and amplify your business. All classes will be recorded and transcripts will be provided. Please see our full curriculum further on in this program guide.

#### Membership Challenge

You'll get a ringside seat and inside access to Alicia's journey towards creating and growing her brand-new membership, Lively Biz Business Club. If this is an income stream you want to implement in your business (or make the one you already have much more successful), this benefit is worth your investment in Premier alone.

#### 2 <sup>1</sup>/<sub>2</sub>-Day Strategy Retreats (virtual)

These retreats are your opportunity to sit in the CEO seat for intensive coaching and masterminding with your Premier peers, with none of the hassles of travel, modeling Alicia's 'business-around-your-life' style.

#### **Private Facebook Group**

Our private Facebook group is your sacred space and place to give and receive support with your other Premier peers and Alicia. We'll kick off each week with commitments, gather for a mid-week check-in, and end with the accountability you're craving. And this group is open to you 24/7 to post your requests for coaching and support, for cheering and sharing, with each other and Alicia. You'll also find your Premier materials, recordings, and other supporting documents and resources in the Facebook group as well.

#### From Alicia's Virtual Desk...

Alicia will be pinging her way onto your screen fairly regularly during this program in our private Facebook group where she'll share tips and strategies, vents and solutions, her messy desk, a tour of her office, her daily practices, the times she gets off-course - (almost) nothing is off-limits as she gives you an insider's view of a 'day in the life' via Facebook Live.

"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. I loved all the personal attention we 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 Q&A times on the calls, the Facebook group and private coaching.** 



We had so much time with you in the small group and the virtual retreats, that it was just right. I loved the group virtual retreats the best."

Melissa Kitto CommunicateWithAngels.com

"I have learned so much from working with Alicia, so many light bulbs went off! She actually gives specific, concrete examples of how any of us could bring in serious 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've been able to implement plans and generate much more 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 bigger 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 several more since), and so much more. The bottom line is that Alicia changed my life."

Christine Gallagher Shesgotclients.com "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 ClientProsperity.com

"I can't say enough about getting the chance to work with Alicia. After attending her 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 jeanniespiro.com



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





### **Premier Live Master Classes**

As we commit to being nimble in this ever-changing and competitive online space, we'll continue our focus on Simplifying & Amplifying, supported by Master Classes and on-going guidance for each topic over the course of the program.

#### **Recurring Revenue (Membership/Association/Organization)**

If you want to sustain and grow your business for the long-term, then you must have a source of recurring revenue. This Master Class will kick off our Membership Challenge, and will provide everything you need to get started (or to regroup) for creating and growing your own successful membership model. We will continue to focus on this throughout the program, as you learn from Alicia's knowledge, experience, successes and mistakes in real-time.

#### **Lead Generation**

It's time for far more of your right people to hear your message and join your movement. Moving beyond standard (but still critical) list-building strategies, we'll dive into how to generate leads who not only become buyers but raving fans.

#### Intimate Live Events (VIP Days/Retreats/Workshops)

There's something truly special about hosting intimate gatherings, whether it's for one of your treasured clients or a small group of your perfect tribe. And there are a lot of moving parts. Through this Master Class, you'll learn how to successfully host your own intimate live event from start to finish.

#### **Social Media Now**

Nothing changes faster than social media and it's imperative to stay on top of what's working now, but let's do it without the overwhelm. Alicia will share her cutting-edge knowledge and practices with you during this Master Class that will cut your social media time in half but still significantly grow your influence.

#### Grow Your Facebook Page (and Groups!)

If your market is on Facebook, then this Master Class will be of great value to you. Alicia will show you how to engage, grow and systematize your efforts so they translate into a larger following, deeper connections, more sales, and more opportunities.

#### Virtual Events (online conference, course, webinar)

Whether as a stand-alone income stream or a conversion event to move people from a fee offer to a paid one, online events have their place in every business model. This Master Class will provide the framework for what you need to successfully pull off any online offering, including evergreen offers.

## Your Gifts in Premier *(value \$10k+)*

These additional gifts are available to you as a Premier Client...\*

#### **1. Profitable Small Events**

A comprehensive virtual course that includes 6 training modules, transcripts and worksheets to guide you through designing, marketing, filling and profiting from your own small event. *(value \$2k)* 

#### 2. Launch Logistics

A 5-part virtual course taking you step-by-step through launching your offers successfully. Includes audios, transcripts, worksheets, checklists, charts and more. (*value: \$2k*)

#### 3. Mastering Leverage

Complimentary access to Alicia's Mastering Leverage virtual course which includes 9 modules covering everything you need and want to leverage in your business. (value \$1k)

#### 4. Strategic Business Planning Virtual Retreat

Complimentary access to Alicia's annual Strategic Business Planning Virtual Retreat (tentative date: December 1, 2017). (*value: \$297-*)

#### 5. FREE ticket to ALL virtual events held throughout the Program

Your attendance is free to any and all virtual events I'll be holding while you are a Premier Client.

#### 6. FREE ticket to my 2018 live event (details to be announced)

You receive a complimentary ticket to my live event in the Fall 2018.

#### 7. FREE Access to Lively Biz Business Club

Complimentary access to Alicia's brand-new Lively Biz Business Club is included for your program period.

#### 8. FREE Access to 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. Please see training topics that are available immediately at the end. *(value: \$100-\$1000 for each)* 

#### 9. PROMOTIONS of you and your business

Social Media promotions of your offerings to give you exposure to Alicia's 30k+ connections.

#### **10. Client-Only special savings**

Savings on additional offers for Premier Clients only. (value \$100-\$1000)

\*This access is designed not to overwhelm you with more information, but to maintain your focus on implementing and growth.



"I've had the pleasure of calling Alicia my coach since January 2009, when 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 and healthpracticesonline.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 attendees 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 and is still growing!



Claire Pahucki Owner, Ms. Claire's Music Cupboard, Ms. Claire's Montessori Schools, HomestyleMontessori.com

## Investment

Alicia's designed the Premier Program to be an intimate and affordable alternative to:

~ bigger groups where you don't get personalized attention and therefore aren't able to customize

the training, content or learning to your own business

~ trying to figure everything out on your own

Being a regular participant in the Premier Program 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 along the way.



Regular investment: \$10,000.

#### Special Invitation Only: \$8000.

Full Pay: \$7500- (save an additional \$500)

If you choose to pay in full, your 1/2-day virtual retreat is upgraded to a full-day virtual retreat.

Payment plans are available. Please see application and enrollment forms for full details.

#### What can you expect from Alicia?

Her all – her 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.

"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 - wpblogsites.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 3 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,



"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."

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Elizabeth Scala elizabethscala.com

"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 JournalingByTheMoonlight.com



### **Premier Program Schedule**

#### Master Class and Mastermind/Q&A Schedule

- October 31: MM/Q&A
- November 7: Master Class #1
- November 14: MM/Q&A

- December 1: Strategic Business Planning Day Virtual Retreat

- December 12: MM/Q&A
- January 9: Master Class #2
- January 23: MM/Q&A
- February 6: Master Class #3
- February 20: MM/Q&A
- March 6: Master Class #4
- March 27: MM/Q&A
- April 3: Master Class #5
- April 17: MM/Q&A
- May 1: Master Class #6
- May 15: MM/Q&A
- May 29: MM/Q&A
- June 5: Completion Session

#### Strategic Virtual Retreats (2)

(tentative; time TBD))

February 2018

April 2018

#### Notes:

All sessions are 60 minutes and are at 12pm EASTERN.

We meet via conference line with optional chat participation via Alicia's LiveStream channel. This way you can participate by phone from wherever you are, as well as connect with the other Premier clients via the chat feature, if you're also at your computer.

All sessions are recorded and posted to the private Facebook group files within 24 hours.

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.

Note: We'll take a break from group coaching from December 18 to January 5. Think of this extra space to power down so you can more fully and easily power-up in the new year.

### Premier Training Modules - Additional trainings ready for you today...

#### Training Systems:

- Online Business Breakthrough Live!

- Ignite Your List: Build Your List with Authenticity & Integrity

#### Training Guides & Audios:

- CEO Mindset & Decision-Making

- How to Automate & Optimize Everything to Free Up Your Time & Energy

- How to Use Evergreen Webinars to Make More Sales

- 30 Simple & Free Traffic Generating Tactics
- 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 System, While Getting Paid

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

"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 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."

(UPDATE: she did, by the way!)

Laura Lee Sparks, CEO, Legal Marketing Maven

"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.

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 PowerofYourThought.com

