



HERVEY BAY COACHING  
LIFE | BUSINESS | LEADERSHIP

# Mastermind

## Life, Business & Leadership





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# WELCOME

Alicia has been a coach, mentor, speaker and author for more than 20 years. She has worked for many multi million dollar companies and understands what it takes to get your message out!

After having my daughter, my defining moment came six years ago when I lost everything.

The six-figure salary, the husband, the house, the car. I'm simplifying but the gist is I'd been living the way I'd expected I would growing up, and I wasn't happy. I was a captive rather than experiencing life.

Since then, I've rebuilt after a mental breakdown, broken the hold addictions had on me and lost 30kgs. I'm the 2020 ICG Australian life coach of the year, have written an Amazon bestseller and am finishing my first marathon in 2021.

All because I realised if I looked after my health, everything within my life and business would fall into place.

It's what I now teach my global clients as the founder of Hervey Bay Coaching. I'm a life coach helping teenagers with anxiety and a business mentor using positive psychology to help entrepreneurs build their lives, businesses and leadership skills.

And with the success of my book *Be Outstanding: Five Simple Steps to Turn Your Life's Mess Into Success*, I'm also an author mentor (yes, after failing high school English.)

That great job I lost brought me to where I am now. My background includes 20 years in childhood education working with multi-million dollar businesses. I worked my way up to operations so I understand structures, goal setting and benchmarks.

Most valuable of all, I understand people. Aside from business, fitness and coaching qualifications, I'm a former educator of the year with skills in action taking, finishing what I start and being a non-judgemental leader.

My clients are often high achievers who are at burnout. I teach them to slow down with self-care and habits before they speed up again. I show them what is possible and how to use the skills and strengths they may not know they have.

Then they become visible in the market while building confidence with their messages. One now has a client waiting list of 50 people.

I'm mad about community and charity work, running and new experiences.

If you work with me, you need to bring what transformed my life—consistency. I'll tell you what I tell partners and friends:  
Be ready for some fun and keep up with me.

*Alicia Ann Wade*

Sound like you? Let's connect.



COACH MENTOR BUSINESS OWNER AUTHOR EDUCATOR





HERVEY BAY COACHING  
LIFE | BUSINESS | LEADERSHIP

# OUR PROMISE TO YOU

Congrats, you've just taken the first step towards finding your business and brand purpose. In this program guide I will go through what to expect in my mastermind and coaching/mentoring services. You will be amazed at what you will be gaining access to. Each session we go through each of the elements to ensure you go away with the skills necessary to set up and market your business and gain the clients you need. You have probably come here as you like to get things done rather than learning another program or personal development course. Through my programs. I assist with people getting the tangible products and programs out for their business and clients. This levels a business up a notch! So let me walk with you and assist you where you want to be. Get more paying clients.



HERVEY BAY  
COACHING

# Vision & Mission



# BEHIND THE MASTERMIND

## Business Summary

Over the last 3 Years I have been holding business masterminds & accountability groups. Through these groups I am able to see the growth and journey with each individual sole trader, entrepreneur and business owner. I go through how to start a business and run a business. How to create lead magnets and also set up books and programs using my systems.

## Vision & Mission

For Leaders in Business to kickstart their business and have tangible products and programs to sell online without having to repeat themselves in one to one sessions.

Leaders in business will become more confident and certain with what they have to offer through their built products and programs.

Leaders in Business will become more accountable and responsible with setting up the structures in business. Through systems and processes I provide and I will help guide you to focus on the end goal in mind!



For leaders to Step  
into their power and  
get their message out!

You manage  
things; you lead  
people. —Rear  
Admiral Grace  
Murray Hopper



# WHY CHOOSE US?

## We understand that there is no simple, "One size fits all."

You are a unique individual with your own journey and individual business requirements hence why we set up a discovery session to see where we can take you!

## We understand the power of proximity

When you join Hervey Bay Coaching you will be meeting with likeminded actions takes life yourself. We know the top 5 people are a reflection of who you are. So it is good to have you here!

## We understand the power of accountability

when you are in a group of likeminded people you are able to leverage and take action and implement the things you need to within your business. Being in a group to track and measure your results will show you what you need to do each week.

## We understand the whole mind and focus approach

Because every part of us wants to focus and get the important things done in our business so we can scale and have more financial freedom.

## Our individual Support

Our coaches will assist you with one to one sessions once a month to see how you are tracking and measuring, being accountable to yourself and implementing massive action. We will hold you on the line.

## We understand the power of planning

"Fail to plan, plan to fail" is our motto, so we will help you set up the foundations to setting up and running a business and fill the gaps needed in your business. Let's plan and take action!



# SANTI SCERESINI STORY

Self love, Empowerment & Confidence Coach

Positive: Communication, Professionalism, Quality



## Working with Hervey Bay Coaching

I love working with Hervey Bay Coaching. Alicia is like my angel that guide me to move forward faster then I could have done myself. I am joining her Master Mind, E-book workshop (that lead me to make my own journal which now at Amazon) and 7 days programme challenge (and still some more to join).

She is very kind, loving, encouraging, full of energy, caring and really push me to the next level. She's definitely an action taker and great role model.

I am highly recommend working with her. She's very passionate about what she does and I am loving my journey with her.

Much love and thank you so so much for coming in to my life Alicia. God Bless your beautiful soul...XOXO

# BUSINESS PROGRAMS

## 12 Month – Your Designer Package

In this section, we do everything in the first and second section and realise that this is a marathon and not a race. So I ensure we lay some foundations on quarterly goals, reverse engineer to monthly, weekly, daily and AM / PM disciplines. You understand the power of proximity and get to hang out with high peak performers

## 6 Months – Your First Book or Program

In this section, you are invited to the workshop "How to Create an eBook Workshop" to get your lead magnet out, we then work on your FREE 7 day challenge and lay the foundations for your first book and or program. I hold you accountable to where you need to go. We set a 6 month plan, Facebook group, messenger and join a mastermind.

## 3 Months – Your First Product

In this part we set up the foundations for your business and head to making your first tangible product and set a goal to get your first paying client. We go through a "Wheel of Business" and see where your gaps are and set up a 3 month plan using my tools and resources to lay the foundations of becoming more structured in your business. You also have access to a 15 module program to get your business running.



# YOUR DESIGNER PACKAGES

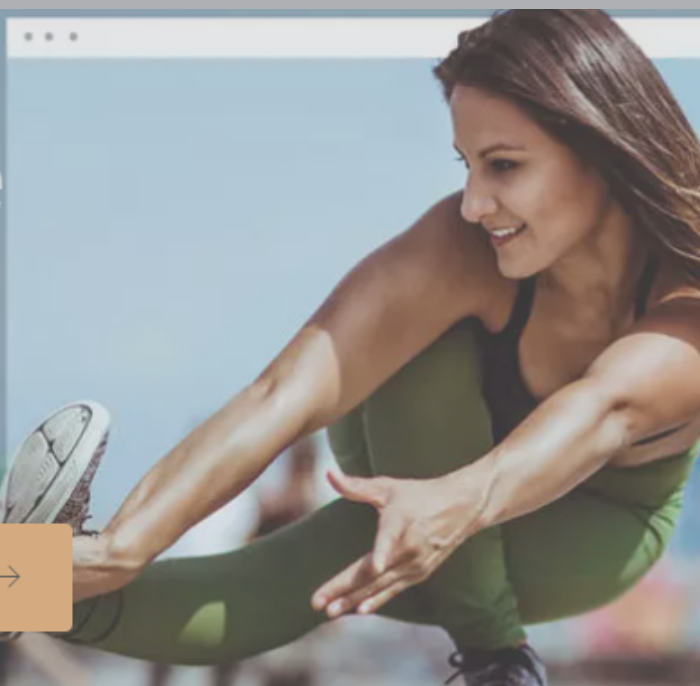


This is designed to get your challenge, facebook group, lead magnet, program and published book & product out there, I usually start with a eBook or 7 day challenge. I help you with creating a focused session on laying foundation on how to complete this with some direction. You will get coaching, mentoring and support from the team and myself to get you where you need to be as you begin your journey.

- 12 Months Membership.
- UNLIMITED tickets "How to write an eBook in A Hour Workshop."
- Includes access to Facebook Group "How to write an eBook in A Hour Workshop."
- 12 Business Coaching & Mentoring Sessions.
- Wheel of Business.
- 12 Month Plan.
- Business Plan.
- SWOT Analysis
- Access to LBL A-Team Facebook Group & Messenger.
- Group tracking and accountability.
- Weekly Mastermind.
- Guest Speakers.
- Programs:
  - The 8 Hour Blueprint to Write Your First Book
  - LIFE, BUSINESS, LEADERSHIP Mastermind
- TEMPLATES Content Creation: Sales, Marketing, Book Keeping, Social media year plan
- Sales Scripts
- Email templates
- Trade marking

PLUS WAYYYYY MORE

## Power your education empire



Create and sell online courses and membership sites under your own brand, and see first-hand the impact teaching online with Thinkific will have on your business.

you@example.com

GET STARTED FREE →

# YOUR FIRST BOOK OR PROGRAM

Lesson 1: How to articulate value to prospects

PDF download

Lesson 2: 10 steps to overcoming objections

Video lesson

How to articulate value to prospects

Quiz

This is designed to get your first product & Book out there, I usually start with a eBook or 7 day challenge, then move to the book and/or program. I help you with creating focused sessions that lay the foundations on how to complete this with some direction. You will get coaching, mentoring and support from the team and myself to get you where you need to be as you begin your journey.

- 6 Months Membership.
- 1x ticket "How to write an eBook in A Hour Workshop."
- Includes access to Facebook Group "How to write an eBook in A Hour Workshop."
- 6 Business Coaching & Mentoring Sessions.
- Wheel of Business.
- 6 Month Plan.
- Business Plan.
- SWOT Analysis
- Access to LBL A-Team Facebook Group & Messenger.
- Group tracking and accountability.
- Weekly Mastermind.
- Guest Speakers.
- Programs:
  - The 8 Hour Blueprint to Write Your First Book
  - LIFE, BUSINESS, LEADERSHIP Mastermind





# YOUR FIRST PRODUCT

## 3 MONTH MEMBERSHIP

This is designed to get your first product out there, I usually start with a eBook or 7 day challenge. I help you with focused business mentoring sessions that lay the foundations on how to complete this with some direction. You will get coaching, mentoring and support from the team and myself to get you where you need to be as you begin your journey.

- 3 Months membership
- 1x ticket "How to write an eBook in A Hour Workshop"
- Includes access to Facebook Group "How to write an eBook in A Hour Workshop"
- 3 Business Coaching & Mentoring Sessions
- Wheel of Business
- 6 Month Plan

# HERVEY BAY COACHING

# Products and Services Breakdown

# PROGRAMS

Here is a list what is included in the programs Hervey Bay Coaching provides. These have been carefully designed and created to suit every person to get them where they need to be.

	VALUE \$USD	YOUR DESIGNER PACKAGES	YOUR FIRST BOOK OR PROGRAM	YOUR FIRST PRODUCT
90 DAY PLANNER	\$14.95	✓	✓	✓
STARTER PACK: Journal, coffee, crystals, Thank you card.	\$14.95	✓	✓	
12x Coaching Sessions	\$6000	✓		
6x Coaching Sessions	\$3000		✓	
3x Coaching Sessions	\$1500			✓
Private Social Media Group	\$1500	✓		
Private Social Media Group Messenger	\$1500	✓	✓	
Business Online Course 15 Modules	\$4997	✓		
Book Online Course 15 Modules	\$4997	✓	✓	
Gratitude Online Course BONUS	\$197	✓	✓	✓

\*Prices in \$USD and do not include GST

# PROGRAMS

Here is a list what is included in the programs Hervey Bay Coaching provides. These have been carefully designed and created to suit every person to get them where they need to be.

	VALUE \$USD	YOUR DESIGNER PACKAGES	YOUR FIRST BOOK OR PROGRAM	YOUR FIRST PRODUCT
EBook Workshop Webinar	\$35.88	✓		✓
90 Wellness Challenge	\$1497	✓	✓	✓
BONUS: Ted talk	\$600	✓	✓	
BONUS: Craft Your Bio	\$300	✓	✓	✓
BONUS: Facebook Social Media Content Planner	\$1500	✓	✓	✓
BONUS: 104 Email Templates	\$150	✓		✓
BONUS: Welcome Email Templates	\$150	✓	✓	✓
BONUS: Trademarking & Intellectual Property	\$600	✓	✓	✓
BONUS: Instagram	\$1500	✓	✓	✓
BONUS: eBook Templates & Daily Planner Template	\$197	✓	✓	✓

\*Prices in \$USD and do not include GST

# PROGRAMS



Here is a list what is included in the programs Hervey Bay Coaching provides. These have been carefully designed and created to suit every person to get them where they need to be.

	VALUE \$USD	YOUR DESIGNER PACKAGES	YOUR FIRST BOOK OR PROGRAM	YOUR FIRST PRODUCT
YOUR TOTAL VALUE \$USD		\$25,750.78	\$16,067.90	\$7644.83
YOUR INVESTMENT: EXPRESS PAYMENT OPTION		\$8997	\$4997	\$2997
NON-REFUNDABLE DEPOSIT		\$997	\$497	\$247
MONTHLY REPAYMENTS PER CONTRACT		\$997	\$997	\$1397

\*Prices in \$USD and do not include GST



# IS THIS RIGHT FOR ME?

If you are still not sure, it is sometimes helpful to be really clear on what you are wanting to experience. Perhaps the following may help you to decide...



You know that having a program alone is not the solution



You want all products done overnight



You want a tangible product



You enjoy not doing the work



You want to create a program



You expect a magic wand to solve the issues.



You need accountability



You are quick to tap out of projects easily, especially when it gets tough.



You want easy to use templates and resources



You want to be part of likeminded people



You need more forward planning, structure and organisation

# DO I OFFER A GUARANTEE?

## YES I DO!

Our guarantees are directed towards providing the best possible service and publishing experience.

Our mission is to help you "Get Your Message Out!" Your Book, Your Story, Your Program, the best experience to have your message out to help others. So our guarantees are designed with this in mind.



### ACCREDITATION



**CERTIFIED PROFESSIONAL COACH**



**EXTENDED DISC BEHAVIOURAL PROFILING**



**META DYNAMIC I & II**



**CERTIFICATE IV TAE**



**DIPLOMA BUSINESS**



**BUSINESS SKILLS LEVEL 1-4**



**CERTIFICATE IV SMALL BUSINESS & ENTREPRENEURSHIP**



# WE GUARANTEE

A unique way to gain templates, resources and tools to assist you with taking the thinking out of how to get things out and producing through my simple steps! Our programs are founded and researched all over the world and from the best in business. If for any reason, you decide this is not for you. There is 30 Day Payback guarantee.



## The product and how it solves the problem

You will find that the programs take design, creativity to the next level and you will have more time getting your marketing message out. 80% of your business should be marketing. So what will it take!

See you soon!

# TESTIMONIALS



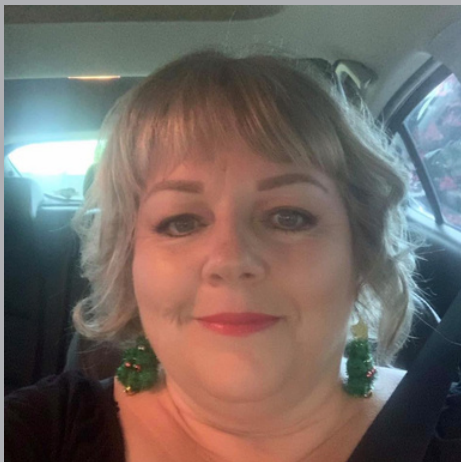
## REZA GEE

Positive: Communication, Professionalism, Quality

Love working with Harvey Bay Coaching. Alicia is an awesome coach. She is thorough, caring, strategic, and methodical. I highly recommend working with her.

## SARA FIORDI

I had an amazing experience with Alicia she is amazing, helpful, warm and with such a great energy with everything she do. Also I have done her workshop about how to write your first ebook in 1 hour and I was so surprise about she had created because i not only finish the workbook in my hands I also sell it my ebook after 10 days I did the workshop with her! I truly suggest work with Alicia because she gonna guide you and help you in so many ways.



## PAULA ELLIOT

Positive: Communication, Professionalism, Quality

The Ebook workshop was amazing. I have trouble using a USB and very much a technophobe, but at the end of the hour I had my very own Ebook ready to publish. Bloody awesome. I felt elevated, proud and unstoppable after this fantastic workshop. Thank you Alicia you changed me from hating anything computer to the next Steve Jobs lol xx

# CONTACT

## Hervey Bay Coaching



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