

BUSINESS COACHING & CONSULTING

ENGAGEMENT

Solutions



THE ACADEMY
OF
HUMAN POTENTIAL

Overview

It takes an outside perspective to help you see the big picture in your business. We love helping conscious entrepreneurs and business owners see a clear path that is unique to their own personal journey. Our mission is to discover what's slowing you down and guide you to your best, immediate course of action. We do this by assessing your current situation, leveraging your existing resources, and systemizing your business with proven strategies — along the three stages of business development.

Business Startup

It is absolutely essential that you start on the right foot! Whether you are in the launch-phase or have already been in business for a few years, if you haven't completed the critical business startup activities of target market research, formal business planning and sound financial projections, the time to start is NOW. We can help you get to the next level, but only on on a firm foundation!

Growth & Expansion

Once you've completed the necessary startup activities, you're ready to build your business prototype. This is the stage where we'll implement an organizational strategy that lends to a productive and efficient operational model. During this stage we will develop your operational systems and business processes, and we will begin implementing automation and optimization activities.

Scaling

The last stage of business development will standardize your operating procedures along with your company's policies and protocols. This is the stage where ISO certification or other critical industry standards open the doors to larger, international clients, suppliers, and distributors. The essential components of this stage are quality management systems development, leadership and team training, and internal and third-party audits. Certification is not necessary for all industries, but if you want to scale, you'll need a robust quality management system in place. Your business will never be the same!



For New Business Owners

We show conscious entrepreneurs and business owners how to develop optimized systems and processes so they can spend more time doing what they love! But to do that, you first need a sustainable business model with robust financial projections.



Whether you are just starting out or have already been active in business for several years, if you haven't developed your business plan or pitch deck yet, this will always be your first step!

For a limited time, we are inviting you to join our flagship program, **The Business Plan Benchmark™ where you get to experience our award-winning tools and resources for significantly less than what's published on our main site. To learn more, [CLICK HERE](#).**

On the following pages you will find total transparency in our process, rates, and payment plan options for our offers.

Our Process

Once you've digested this guide, you're invited to take an important, FREE [Business Venture Assessment](#). This will help us to understand exactly where you are on your business journey.

We will ask questions related to the industry, timeframe, and overall structure of your business. We will also touch upon some planning and financial fundamentals that are necessary for a full assessment. Unless you begin with The Business Plan Benchmark™ this is the first step to working with us!

Steps

1
REVIEW
OPTIONS

2
TAKE
ASSESSMENT

3
GET
STARTED

Stage Roadmap

Business Startup

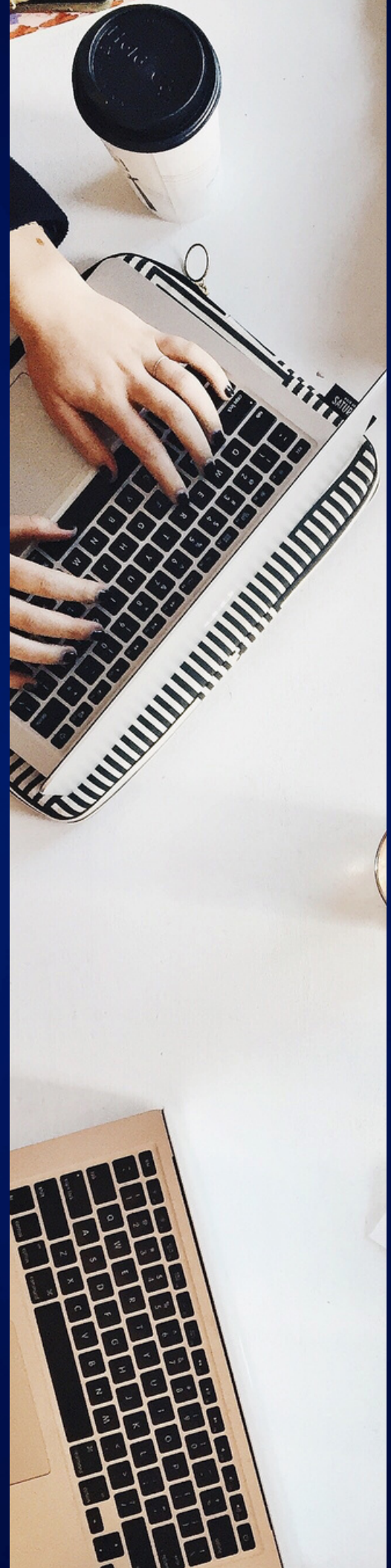
- Market Research & Analysis
 - Operations & Control Planning
 - Management Team Evaluation & Development
 - Critical Risks Analysis
 - Financial Planning & 5-Year Projections
 - Brand Development & Strategic Market Planning
 - Basic Business Process Setup & Execution
-

Growth & Expansion

- Organizational Development
 - Position Descriptions & Onboarding
 - Operational Systems, Document Control Setup & Business Process Implementation
 - Sales & Marketing Funnels
 - Business Automation Activities
 - Business Intelligence Reporting & Process Optimization
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Management Systems & Scaling

- Full QMS Development and Implementation
 - Standard Operating Procedures & Protocol Development
 - Leadership & Team Training
 - Internal Audits & Certification Activities
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Our Offers

Below is a list of business packages that we offer to both new and existing clients. The results of your Business Venture Assessment will have answers to any questions you may have and an opportunity to request a specific package. **Billing occurs monthly and there is NO CONTRACT so you may cancel at any time.** The timeframes listed below are what you can generally expect at each stage of business development.

PACKAGE 01 6 MONTHS

BUSINESS STARTUP PLAN

- You will develop a bullet proof plan that can get funding and support on demand as needed
- Have an established brand with a strategic marketing plan ready for execution
- Implement thoroughly tested business processes that save time, money and energy

\$1750/mo.
OR
\$9K
One-time
Investment
(Save \$1500)

PACKAGE 02 12 MONTHS

GROWTH & EXPANSION PLAN

- You will create an operational model that enables agile systems and an efficient business environment
- Possess business intelligence reporting that leads to crucial insights and accurate decision-making
- Perform optimized sales, marketing and automation activities to free you up for more high-level tasks

\$2500/mo.
OR
\$25K
One-time
Investment
(Save \$5000)

PACKAGE 03 18 MONTHS

MANAGEMENT SYSTEMS & SCALING

- You will develop systems and SOPs that enable your team to run your company without you when needed
- Deploy a Quality Management System that opens the door to larger clients and higher streams of revenue
- Acquire industry certifications that serve to scale

\$4250/mo.
OR
\$66K
One-time
Investment
(Save \$10,500)

PACKAGE 04

CUSTOM OFFER

Based on the results of your Business Venture Assessment, your proposal may contain a specific selection of activities along with any additional requests you may have.

**To Be
Determined**

Our Team



Melissa Montalvo

Founder, Business Coach
& Certifications Consultant

Melissa is our lead educator, systems & certifications consultant, and business mentor. She helps our clients identify what's holding them back and creates an executable plan that empowers both their personal and professional business journey.

Jimmy Montalvo

Senior Systems Advisor,
Business Coach & Consultant

Jimmy is passionate about business optimization and helps our clients develop efficient systems and processes that leverage their existing resources to take them to the next level. Jimmy also works with our marketing contractors and specialists to generate higher revenue and drive company performance.



Andres Vélez

Client Services Consultant
& Technology Trainer

Andres is a key point of contact for our clients when complex onboarding is needed. He's skillful in helping to identify opportunities, mitigate risk, navigate technical issues and compassionately guides our clients to solutions that enable powerful results.



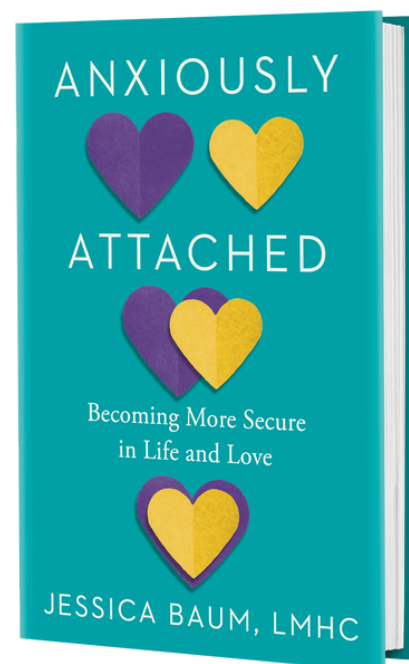
Case Study

Case brief

Jessica is the owner and founder of two companies in the relationship coaching and therapy space that provide her clients with transformational online programs and coaching for individuals and couples who want to form a secure attachment and thrive in their personal relationships.

Challenges

When Jessica came to us she had been manually juggling her responsibilities as a business owner with providing in-person therapy services at her office in Palm Beach, Florida. She was in the middle of writing a book on anxious attachment and confused as to how she was expected to manage her existing company while launching a new one to promote her book and online programs.

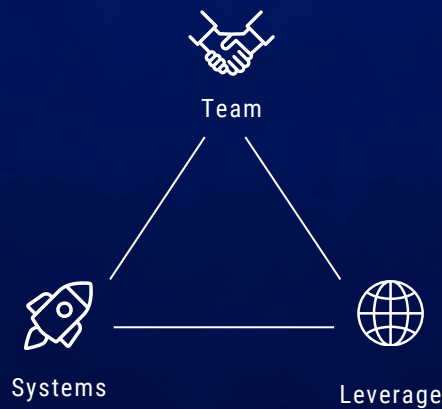


Solution

After identifying areas where we could leverage Jessica's existing resources, we helped her to develop systems and processes that allowed her to manage her team and their activities on a unified platform where she could communicate, review, and execute her companies' critical tasks. We then implemented automation workflows that reduced her risk by ensuring that no lead goes untouched. She grew her audience by 98% and her coaching client base by 850% over a 12-month period thereby increasing her revenue. We also helped her to develop her team onboarding process and organized her company's project management system to efficiently execute her marketing funnels.

Today, Jessica is a published author with a thriving therapy practice and a growing, recognized brand in the relationship counseling space. She has a team of dedicated therapists and relationship coaches who provide transformational digital products and virtual services worldwide and she is regularly sought after for her expertise as the founder of the Self-full Method®.

Keys of success



“ Working with Melissa has completely streamlined my organization. She brings so much skill and talent to the table that transformed how I ran my company. Not only does she personally care about you, she approaches issues with a calm and authentic attitude. She has been a game-changer allowing me to relax and grow my company with clarity.

Work plan

01 Gap Analysis

After you've completed your free Business Venture Assessment (the very first step to working with us), we will begin by identifying your business's key areas of improvement and conduct a formal gap analysis.

03 Execution

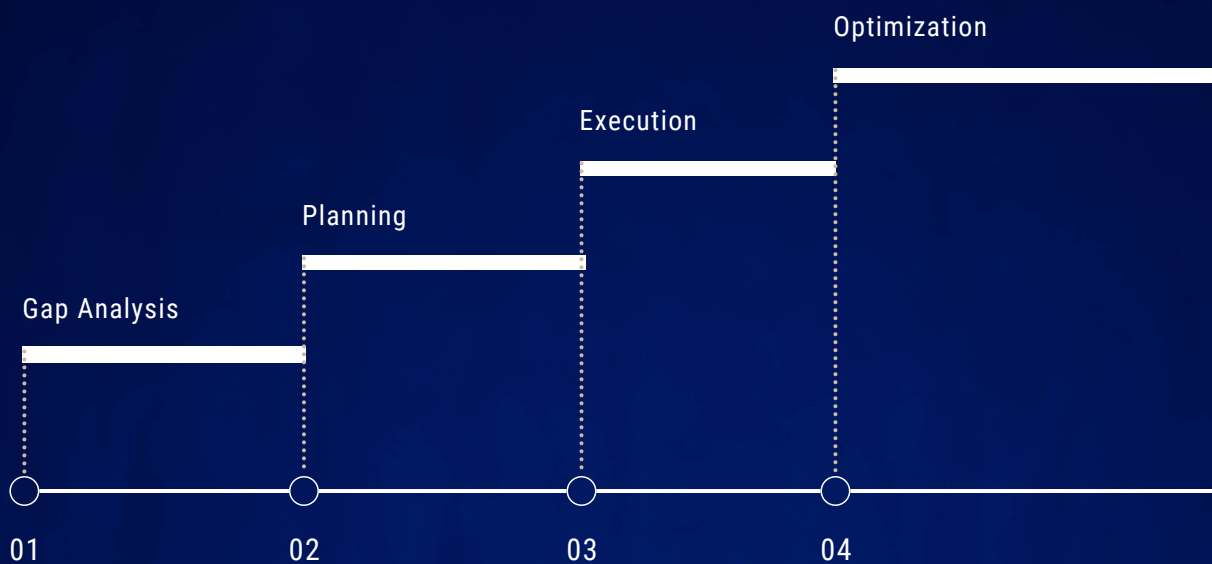
After a formal plan has been drafted, we will begin implementing the strategies set forth during the planning phase by assigning, scheduling, and supporting the team through project management.

02 Planning

Depending on the stage you are in on your business journey, the next phase will be spent creating a formal plan and strategy for executing the actions necessary to achieve your auxiliary goals and first major milestone.

04 Optimization

Automation activities typically follow after an effective operational strategy has been formed, and this is when we will analyze your business processes and optimize for maximum efficiency. This is when all the fun begins!



Engagement Description

Unless you have signed up exclusively to The Business Plan Benchmark™, we will begin with a kick-off call where we'll go over your Business Venture Assessment in depth and gather any other details that will assist us in establishing a baseline for our engagement together. This officially begins our Gap Analysis stage.

We will then establish our mutual expectations and communication process, and schedule a recurring meeting where we will execute planned business activities together. Our team will also begin the process of gathering the necessary access and credentials for your business platforms and/or we will set up the accounts that you are missing.

A photograph of a person's hands typing on a laptop keyboard. The laptop is open on a wooden desk. In the foreground, there is a white pen and a notebook. The background is softly blurred, showing a window with greenery outside.

... our company's performance has improved significantly in a short period of time. We've never been so organized and can now track our metrics confidently knowing that the strategies we implemented—specifically for lead generation—are producing a return on our investment.

—Luz Serna

Your Next Steps

Step 1.

Take your [FREE Business Venture Assessment](#) NOW. This is also where you'll have the opportunity to ask more questions.

Step 2.

Check out our FAQ below to find out more about our services, guarantees, and policies.

Step 3.

Whitelist our email address, *support@academyofhumanpotential.com* so that you don't miss the results of your assessment! You will receive a personalized video recording of our feedback including next steps.

Frequently Asked Questions

Q. What if I just want some advice?

A. That's no problem at all! You can book a call [HERE](#) to speak with us on an as-needed basis.

Q. How quickly can I expect to see results?

A. That depends on your goals! But the short answer is, immediately. It is very common for clients to feel empowered after a single session and for tangible results to generate within one week of execution.

Q. Do you offer a money-back guarantee?

A. Yes, of course! Please keep in mind that the guarantee requires that you fully execute the actions and strategies that are generated for you. In good faith, you must demonstrate that you have applied what has been shared with you and furnish the results of your attempt. You are either completely satisfied with the outcome or we will happily return 100% of your investment. *All of our offers are backed by our **Pause or Prove Guarantee**.

Frequently Asked Questions

Q. What if I elect to pay in full (investment discount) and I cancel before the timeframe ends, will I still get my money back?

A. If you cancel your engagement early, the type of refund you will receive depends on the offer you selected. Please refer to our refund chart below.

Offer	30-Day Guarantee	Cancel Anytime	Pause or Prove
The Business Plan Benchmark			✓
Business Startup		✓	✓
Growth & Expansion	✓	✓	✓
Quality Management Systems & Scaling	✓	✓	✓

Frequently Asked Questions

Q. What is the difference between the *30-Day Guarantee* and the *Pause or Prove Guarantee*?

A. With the ***30-Day Guarantee***, if you cancel within 30 days of your purchase, you will receive your money back minus the cost of any live calls completed by our team.

Example: You signed up for the 12-MONTH GROWTH & EXPANSION PLAN and paid in full. If you had three, 1-hour coaching calls, you will receive $\$25,000 - \$150 \times 3 = \$24,550$.

With the ***Pause or Prove Guarantee***, you may either pause your plan and we will hold your spot for up to 18 months until you are ready to resume the program **OR** you may cancel at any time and submit proof of your attempts at the execution strategies furnished by our team to receive a full refund of your investment.

Q. Why don't you offer a 30-Day Guarantee for the *The Business Plan Benchmark* or the *Business Startup Plan*?

A. Both programs include digital assets which can not be returned such as downloadable templates, worksheets, tools, resources, and pre-recorded videos.

Frequently Asked Questions

Q. What about stand-alone coaching or consulting calls —do they have a money-back guarantee?

A. Yes! All of our coaching and consulting calls are backed by the **Prove** portion of our **Pause or Prove Guarantee** due to the nature of them being on an as-needed basis.

Q. What's the difference between a coach and a consultant?

A. A *coach* assumes the client is the expert in their business and guides them to solve pressing problems by helping them reach their own clarity and answers.

A *consultant* is a subject matter expert who provides technical and professional advice based on their significant understanding, knowledge and industry experience.

When you work with us, you get the best of both worlds!

Get Started Now

It's time to take your
Business Venture Assessment.

[CLICK HERE](#) to start now!

Remember to whitelist our email address
so that you don't miss the results!

support@academyofhumanpotential.com

We're looking forward to helping you!



academyofhumanpotential.com