

INSTITUTE OF HOLISTIC
INTEGRATIVE STUDIES



COURSE GUIDE

IGNITE YOUR PASSION



DOUBLE YOUR INCOME



INSTITUTE OF
**HOLISTIC
INTEGRATIVE
STUDIES**

BUISINESS ACADEMY

MODULE 1

Estimated Completion - 6 months



I-Sight 2020

UNEARTH YOUR GIFT TO THE WORLD - 8 WEEK PROGRAM

Find Clarity. Cultivate Change. Clear Fear. #LivEPIC

This program helps you dig underneath the surface level of what truly is holding you back. Is it procrastination....self-sabotage....or feeling isolated and apathy to your opportunities for success? We come together to help you become THE EPIC version of YOU during this LIVE Virtual interactive program...to reveal your Genius & #livEPIC!

- **Support Documents Included-55 documents**

Niche Clarity Process

YOUR NICHE CAN BE SUCH A __ITCH!

Claim Your Niche with Purpose, Passion AND Profit!

You have heard it over and over...Find Your Niche! BUT. You say over and over...I will lose business. OR, I will lose clients. The reality IS: once you understand what Finding Your Niche is all about, you actually create more income and help more People get their health back.

SOS- Surveying on Success

LEAN-IN STATEMENT & MARKET RESEARCH PROJECT

This Module alone will DOUBLE your income !

Reality IS: Nobody really cares about all your Certifications! They want to know HOW can you help them. Once you establish a relationship; then your modality training and certifications provide the credibility. We provide an easy and duplicable template to be able to Professionally tell folks "what you do". This allows them to Lean In and ask qualified questions in order for you to leverage your time. Further, we provide the blueprint for a Cost-Effective Market Survey. After all, if you are not speaking your Client's 'language'...they simply do not hear you!

- **Support Documents Included-76 documents**

MODULE 2



The FUN-da-mentals *A Blueprint for Practice-Infrastructure

***STEPS FROM INCEPTION TO 6 FIGURES**

***START UP COMPLIANCE CHECKLIST**

***BILLING/SCHEDULING SOFTWARE**

***CLIENT LOGGING/TRACKING-COMMUNICATION SOFTWARE**

Invaluable for your growth and the scaling of your business.

Over 100 support documents to guide you into a successful office/practice infrastructure. Live Virtual connection calls to answer your questions in a timely fashion to ensure you know your 'next steps' to being ready to BE open for clients. Even if you have been in 'business for a while,'

3 Phases of Biz Overview

AVOID THE PITFALLS OF SCALING & ADVERTISING.

Save Time and Money !

This enables you to create an Actual Strategy TO reach the next level of business success; versus stocking up on a bunch-of-product that doesn't sell.



MODULE 2



Packages and Programs

*THE REFERRAL PROGRAM

*PROGRAM NAME AND STRUCTURING

*MARKETING SWIPE FILE

* CREDIBILITY CHALLENGE

Don't Go It Alone !

We all start out asking questions: 1) How much do I charge? 2) How do you create programs/packages? 3) What is the difference between a program and a package?... and more. Established businesses FAIL to recognize the collaboration component of successful programs. The 'Solo-preuners' lack the roadmap for leverage time and success, instead experiencing burn-out trying to do it all themselves.

- **Support Documents Included-168 documents**

MODULE 3

3 Phases of Biz Overview

*WINDMILL MARKETING STRATEGIES

*CONSULTATIVE SELLING VIA OBJECTIONS

*MONEY MINDSET INNER GAME TOOL

*7 STEPS TO SUCCESSFUL STRATEGY SESSIONS

It's all about the Confidence !

Nobody wants to 'be a salesperson,' we just want to help people,- RIGHT? We help you pivot-the-mindset to understand YOU have gifts to share with the world and YOUR Formal training has value. Simply put: Charge your worth and feel EPIC about it...It's all about the CONFIDENCE! Learn how to talk to strangers about What YOU do and get that qualified client to schedule a Strategy Session with you.

Believe in YOU- because we DO!!

- **Support Documents Included-62 documents**

MODULE 4



The Consultative Selling Model

***SALES FUNNEL FOR SCALING YOUR BUSINESS**

***CONFIDENCE AND CLARITY INNER WORK**

***CLIENT RETENTION AND COMPLIANCE ROADMAP**

*** 4 PARTS OF THE SIGNATURE TALK TEMPLATE**

The WHEN, WHERE, and WHY of Signature Talk !

Learn What a Signature Talk is. WHEN to use it. HOW & WHERE to use it. And WHY you need to use this effective lead generator. Use our Template to customize... shorten or expand ...The Talk to guarantee a qualified client conversion success. You will find amazing Credibility within your experience that will edify your abilities to the most 'non-believing' of clients.

- **Support Documents Included-78 documents**

MODULE 5

Breakthrough To Profit

***PHASE 2 INTEGRATION - KEY PERFORMANCE INDICATORS**

***POWER PHRASES FOR CLIENT COMPLIANCE**

***HIRING/FIRING TOOLS AND TEMPLATES**

*** STREAMLINING YOUR PRACTICE**

Time to Choose a Team !

You are leveraging a TEAM at this point. This means establishing Roles and Goals as well as All the tools needed to hire the Best Team possible. We walk you through the development processes of your team as well as Best Practices to ensure efficient uses of resources.

MODULE 6



Aligning Purpose & Passion & Profit

***PHASE 3 INTEGRATION - COMPANY PROFIT PROFILE WORKBOOK**

***SUSTAINABLE INCOME ROADMAP**

***LEVERAGING TIME FOR YOUR PURPOSE**

***THE PASSION TEST**

It's Time to get Down to Business !

It is Business Time!...We guide you down a 80+ page workbook that illuminates the weaknesses and strengths in your business. We then create Data-Based strategies for the necessary Pivot in this season. Finding work / life balance... family time...while still making a difference is our Focus.

- **Support Documents Included-130 documents**



***Pre-Made Templates and Blue-Prints**

***Scripts**

***Swipe Files**

***Video *Audio *Handouts**

***Step-by-Step Roadmap to Launch**

or

Re-Launch a profitable business

Private Business Consulting Available

Who is the Lead Instructor for the Business Academy?

Angie Ates is a Public Speaker, a Natural Health Practitioner, a Full Mesa Shaman, a Trainer, & Culture Creator. Dedicated to Empowering and Equipping others, Angie Ates achieves this thru education in many forms.

She began her career in Corporate Executive Leadership for multi-store regions at the age of 25. This led to her role and accomplished skill-set of accountability & profitability for multi-store regions with over \$40 million in annual revenues. Whether increasing sales, decreasing losses, or cultivating talent... she was always Empowering and Equipping her teams with Succession Planning programs. This drive and success carried forward as she repurposed herself, after being diagnosed with multiple auto-immune diseases. Seeking answers she began her studies in natural medicine options and obtained the extensive certifications of Board Certified Naturopath, Board Certified Complementary Alternative Healthcare Practitioner, and Master Herbalist.

Angie owned & operated 3 profitable integrative 6-figure clinics and supported the care of over 5000 clients. Continuing to Empower and Equip herself, her studies continued in BioEnergetic Solutions and shamanic studies, as a Full Mesa Shaman. Finding the natural health education arena to be lacking, Angie Ates became the founder & CEO of Academy EPIC. Academy EPIC is an integrated natural health educational platform





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