

ProCEO 12-Month Mentorship

Maximizing profit to give you the lifestyle you want!

Program Outline:

This program is a complete gamechanger and will grow you, your business, and all your relationships to the next level and beyond. We take you through an intensive 3-hour process called a BrainTrust to get to know you and your business in absolutely detail – every piece of it from business structure, branding, marketing, sales, financial, operations, technology, customer service & culture.

Thereafter, stretch goals are decided for the year and a detailed plan is put together that's 100% tailored to your business and personal life. The top 5 Health Metrics are also defined to ensure that we know exactly how healthy your business is at any given time. We then meet monthly and have unlimited contact in between meetings to keep you on track.

Outcomes we provide:

-**More sales** at better margins. With our help, our clients see on average a 48% increase in revenue within 6 months, and at much healthier margins. They also pay themselves at least \$100k per year.

-**Reduced stress** and the peace of mind that comes from having a rock-solid plan for all areas of your business and life. We help you improve not just your business, but your personal and family relationships as well.

-**Confidence**. That comes from the proven strategies we create, customized to your business for:

Structure and liability, Operations, Exit and Succession Planning, Culture and Hiring, Branding, Marketing and Customer Service. We also show you a plan to have a more balanced schedule, so that you can have the time off and freedom you deserve.

-**A love of numbers**. We create a very detailed financial forecasting tool that is fool proof, easy to use and the hub of your entire business plan. You no longer have to bury your head in the sand or rely on someone else to know where your business is at and where it's headed.

-**A better relationship**. Let's face it, problems at home become problems in the business...and vice versa. We provide our methods for keeping both environments healthy and thriving.

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-**The end of loneliness.** Running a business can be lonely. But not with us. We are side by side with you every month to hold you accountable, help you and drive you to exceptional results.

What makes MYM different?

We know that business can be seriously emotional, especially around finances. We look at business holistically and know that our personal lives heavily impact our mindsets, and the business's results. We are mentors in business and yet fully understand mindset and 'childhood stuff', that unless worked on, will hold the business back.

We care for the business owners and their families and consider you part of our family when you join the program. We are all on a journey on this planet and how we look at things makes us unique in the world of coaching.

How it Works:

What makes this program standalone in the world, is that it's not about how many hours you get a month for the investment. We do whatever it takes, whenever it is required, to make sure the goals are achieved or exceeded. It truly is the only on-demand mentorship program in the world. Plus, your key staff members are included whenever necessary to ensure everybody is on the same page.

A detailed report is completed once a month and submitted with full financial statements. Your mentor will hold a 3-hour meeting to go through the report, ask any questions, and determine what other meetings or sessions are required – strategic planning, marketing, sales training, mindset session, financial, etc.

Plus, your Mentor is available to take phone calls and answer emails & texts during office hours (Mon – Fri) to answer questions and keep you on track!

What it takes:

The financial investment is \$6,000 a month for 12-months. You are open to advice, feedback and ready to grow personally and professionally. You are goal obsessed and committed to greater levels of success. You do the work and you do not stop when things get hard!

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How do you know you are ready?

You are tired of the grind and not making the money you want! You got into business for freedom and flexibility, yet you have become a servant to your business. You have not been on a decent vacation for a while, or you have, yet you take your computer with you and cannot detach from the office to fully recharge.

OR

You have achieved a level of success and want to go the next level in terms of global domination including mergers & acquisitions, franchising, opening multiple new locations, exit planning, or possibly even selling.

Who do we LOVE to work with?

WE LOVE WORKING WITH BUSINESS OWNERS THAT ARE CARING, COMMITTED, ACCOUNTABLE AND WANT TO HAVE FUN.

Time to go to the next level?

Because of the nature of this program and how tailored it is to each business, we only accept 12 businesses to work with on an annual basis. It all starts by booking a complimentary 15-minute call to determine if we are a FIT for one another. Go ahead and get booked now so that we can start the journey immediately: <https://calendly.com/andrewsmym/15minfitcall>

"This year has been our most successful ever, as our net profit increased 400 %. Since working with Make Your Mark, we have bettered not only our business, but our lives personally. Its hard to say where we would be if we had not met Colin and the MYM team."

-Sarah Gallop, President, Sarah Gallop Design Inc.

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