



EMPIRE


B U I L D E R S



EMPIRE BUILDERS

The premier hybrid coaching and consulting program for service providers ready to scale to \$1M and beyond.

THE
**Business
Advisory**

Brought to
you by 

WHY US?

Your business is in good hands.



Inc. 5000 recognized as one of the fastest growing private companies in the US



75+ clients scaled past \$1M in revenue; and 2 clients scaled past \$10M in revenue

Coaches, consultants and service providers served in more than 50+ industries globally.

Medical Weight Loss Doctors

Accounting And Financial Institutions

Actors And Producers

Health Practitioners

Publishing

Interior Design

Agency Owners

Digital Marketing

Copywriters

Speech Language Pathologists

Music & Arts

AND MORE...

biz.

Brought to you by KR

teamunstoppable@kellyroachcoaching.com

www.kellyroachcoaching.com

THE FOCUS

Offer development | Attract premium buyers with a high-ticket, scalable offer that gets your clients exceptional results so that they renew, refer, and upsell - increasing the lifetime value of every sale you make.

Disruptive Marketing | Claim category ownership with timeless brand-building principles and strategies, designed to sustain longevity in the ever-evolving online space

PR + Visibility | Attract the top-tier of your market with celebrity PR placements and visibility opportunities that position you as an industry leader

Lead generation | Create predictability in monthly recurring revenue with simple, repeatable, streamlined systems for converting premium buyers (that you or your team can leverage)

Recruiting + hiring | Assemble a team of A-players that evolve with you as your business does. Get started with the hiring process, so you can take back your time and build a true CEO schedule.



A LOOK INSIDE EMPIRE BUILDERS...

Your 90-day game-plan | Your immediate path to profits, custom-tailored to your business and designed by you and your business strategist to get you to the greatest level of impact with the fewest action steps.

Strategic Advisory & Implementation | Group coaching sessions with Kelly, followed by master coaching + real-time implementation with our team, where you can ask questions and have them answered live in real-time.

Bi-Monthly 1:1 Coaching Session | Two 40-minute 1:1 sessions each month with your Business Strategist, focused on your 90-day game plan: challenges, solutions, and clearly-defined action items to keep you on track toward your goals.

Monthly Group Masterminds | A group mastermind call to engage in discussions and share perspectives with peers around growth, processes, implementation, results, and other topics as they arise

Quarterly Strategic Planning Sessions | Meet with our full strategy team and community once per quarter to get ahead of the game with dedicated planning time

24/7 BizBase Portal Access | Our centralized coaching hub houses session notes and action items, additional on-demand trainings as needed, resources and templates, KPI progress tracking, easy call bookings, community-building and collaboration, real-time feedback, and more

“If you want to create peace in your business and life, the first step is creating *predictability*.”

- Kelly Roach



YOUR PATH TO SUCCESS

As you progress through Empire Builders and exceed your goals, our second and third-tier programs will allow you to continue elevating your business, through systems, processes, team building and leadership development.



First 90 Days

Focus: Clarity around goals, needs, and path to success. During our first 90-days, we will focus on high-impact, profit-producing activities, eliminating waste, and developing a clear path forward with KPIs and action steps to stay accountable.



Phase One

Focus: Marketing, sales and offer optimization to increase monthly recurring revenue and create a predictable path to your profitability goals.



Phase Two

Focus: Streamlining internal systems and processes to sustain growth on the back-end of your business, through service delivery, financial standardized business procedures, and hiring your first manager.



Phase Three

Focus: Mastering leadership of your dream team. Hiring, developing and retaining producers and leadership roles to create a profitable, self-led organization that is set up to sustain scale long-term.



biz.

KELLY ROACH

CEO & FOUNDER

Kelly is an award-winning 8-figure entrepreneur, business consultant, and mentor to leaders and visionaries who are building legacies and disrupting their industries. She founded Kelly Roach International while working full-time in Fortune 500 as the youngest senior vice president at her firm, where she was promoted 7 times in 8 years, was responsible for leading teams of over 100 to record-breaking sales, and leading through the economic downturn of 2008 (without a single layoff). She built her business to 7-figures before quitting her corporate job, and now mentors CEOs and professionals around the globe to achieve freedom, financial abundance, and fulfillment in all areas of life.

She is a 4X bestselling author, top rated podcast host of The Kelly Roach Show (with over 2 million downloads), founder of The Conviction Marketing Agency and The Human Family Foundation nonprofit, where she is committed to ongoing philanthropic work, and co-founder of Give Her Courage and The Advance Women's Expert Network. She has been featured in some of the world's leading publications, including Forbes, Inc, and Business Insider.

MEET YOUR CLIENT SUCCESS TEAM

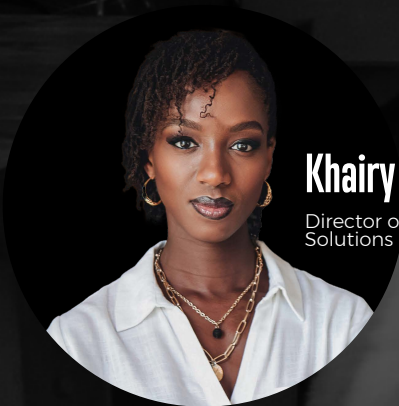
We've got your back - leverage our team's expertise when you need it most.



**Krystal Borg
Deepak Sharma**

Vice President of Coaching
& Operations

Deepak is a results-driven operations professional with an impeccable performance record and leading businesses to explosive growth, optimizing people, processes, and systems for quality and profitability. Deepak has worked at both small and large businesses, flipping a mid-size business by reducing overall costs by 15% while also improving service and delivery, which ultimately drove that business from losing \$500,000 a year to \$1.8 million in profits.



Khairy Varre

Director of Business
Solutions

Khairy spent 10+ years helping organizations and high performing teams deliver mega-projects ranging from \$50M to \$6B in scope. In 2018, she started her business helping entrepreneurs achieve their business goals in record time, equipping small and mid-size organizations with the knowledge and tools that large corporations use to conquer markets. She built her consulting business to 6-figures within a few short months before folding it (and her MBA lecturer gig) to join our team as a strategist for 7+ figure entrepreneurs. She's helped businesses start and scale to 6-figures in one year or less, scale from 6-7 figures in one year, and helped 7-figure businesses triple their yearly revenue in one year, creating 60 million dollar businesses - all with very healthy profit margins.



Heidi Frost

Program Manager,
Empire Builders

Heidi specializes in helping clients create sustainable, scalable and predictable profits. After a 19+ year career in occupational therapy, Heidi left the healthcare industry to advance her skillset in coaching and working with business owners and entrepreneurs to scale their impact and income, without sacrificing their health, their time, or their fulfillment. Her accountability and implementation-driven approach to working with our clients have led to incredible results for entrepreneurs across industries.



Amber Mahan

Business Strategist

Amber is a service-oriented strategist passionate about helping real entrepreneurs grow and scale by developing custom-tailored action plans that make sense to their unique business, lifestyles and goals. Prior to joining our team in 2020 as a business strategist, Amber spent 12 years helping healthcare providers reposition and scale. She also served as a former VP of Sales and Marketing for two companies.



Kate Jaramillo

Business Strategist

Kate is a 3X cookbook author, health, mindset, and business coach who loves helping entrepreneurs launch, grow, and scale their online businesses. She wholeheartedly believes in the power of coaching, networking, and personal development for short and long term success. Kate's high energy and background positions her to help our clients gain the mindset they need to fully realize their potential and soar in our programs.



Kaylan Wetzel

Business Strategist

After a decade in the acting and arts education world, Kaylan moved to NY for a change of pace and became a founding employee at a beauty and wellness tech startup, where she helped develop the company's talent acquisition strategy, event based marketing, strategic brand and corporate partnerships, and B2B sales. She acquired lucrative partnerships with some of the leading beauty brands in the industry including Dove, Sally Hansen, and Coty Inc., and built a unique B2B Corporate Wellness model with companies such as WeWork, Conde Nast, Salesforce, Metlife, AOL, Spotify, Macy's, Bloomingdales, Facebook, Bumble, and the Hilton Hotel Chain. She was eventually promoted to Director of Business Development, overseeing the launch of the company's London, LA, Chicago, Austin, Atlanta, D.C., and Philadelphia branches, with a team of Business Development Managers in each city. Kaylan brings her wide range of experience in start-ups, sales and marketing, and performance to our clients.

SALES, MARKETING & OPERATIONS

Gain insights from our experts across departments to take your business even further.



Derek Mumford |
Business Strategist
& Director of Sales

Derek has 15 years of experience in the entrepreneurial space running, selling and leading companies to multi-million dollar success. He co-owned a global manufacturing company, that he sold for 8-figures in 2021 before joining the Kelly Roach Coaching/Business Advisory Team as a sales leader, where he now works with multi-7 and 8-figure business owners, helping them leverage relationship-centric sales and marketing strategies to exceed their revenue goals.



Krista Cerminaro |
Director of Marketing

Krista has spent 7 years in the marketing field and digital media, where her career evolved from writing and copyediting in a traditional newsroom, to e-commerce, print and social media marketing for \$20-\$30 million organizations. Driven to make a greater impact, she joined forces with The Business Advisory in 2020 as a social media platform manager, and worked her way up to brand content manager and now Content Marketing Director, where she oversees the company's social media marketing initiatives, email marketing, paid and organic acquisition, SEO and website management, and Live Launch® strategy.



Harrison Raznick |
Operations Manager

Harrison is a seasoned sales professional with a decade-long track record of success. He took the entrepreneurial leap at age 19, establishing his own office with Cutco Cutlery. Within three months, he generated \$80k in sales through a dedicated sales team, showcasing his ability to drive results and becoming one of Cutco Cutlery's top 500 reps of all time. He played a pivotal role in building a nationally acclaimed office, twice earning the title of #1 in the nation. Eager to deepen his understanding of business, he pursued a degree in business with a concentration in talent development and management, and joined the Kelly Roach team two years ago. In his current role, he's transitioned into an operations capacity, where he excels in leveraging his expertise in technology, workflow building, automation, and process development. His unique background enables him to not only understand the client journey but also enhance processes by integrating sales and marketing strategies. With a relentless drive for innovation and improvement, Harrison continues to make significant contributions, shaping the success of his team and the organization as a whole.



Sean Foran |
Graphic Designer

With a passion for design ignited at the age of 16, Sean has cultivated over a decade of expertise in the realm of graphic design. Now at 29, he stands as a seasoned professional, specializing in branding, advertising, and marketing. He possess a keen eye for detail, coupled with a deep understanding of consumer psychology and market trends, enabling him to craft compelling brand identities that stand the test of time. Whether it's conceptualizing innovative advertising campaigns or developing comprehensive marketing strategies, Sean thrives on the challenge of bringing brands to life in the ever-evolving digital landscape.

BOOK A CALL

Limited-Time Enrollment Bonuses

Done For You Press Release

Fast-action bonus: Enroll by Sunday, April 14th 2024

A done-for-you press release {with up to two revisions} distributed with guaranteed publishing to over 100 major news outlets and affiliates, including NBC, CBS, FOX and other media outlets, to:

- **Drive organic traffic**, making it easier for potential customers to find you online via search engines
- **Build trust + credibility**: you can now proudly display "As Seen On" banners from some of the biggest names in media, establishing authority in your industry.
- **Boost SEO and refer more leads to your website** through strategic backlinks.

You will receive proof of feature via a comprehensive PDF report delivered post-publication, which includes all live URLs for you to refer back to.



FOX

CBS

USA TODAY

Google News

DIGITAL JOURNAL



Three Pay-in-Full bonuses: Enroll by Tuesday, April 16th 2024

#1: A small-group VIP session with Kelly Roach, hosted on June 11th from 1:30-4:30 pm EST.

Meet with Kelly for laser-focused hot-seats designed to get you unblocked in any area of business, from sales and marketing, to service delivery, to team and leadership and more – so you can move forward rapidly and efficiently.

#2: 15% program discount

#3: Done-With-You High Value Opt-In Creation + Promotion

Generate engagement from ideal clients with a high value opt-in that grows your email list with qualified leads.

This offer includes one 45-minute strategy call to either review and optimize an existing lead magnet, or strategize on how to create a compelling lead magnet that converts.

While you will be responsible for creating the resource post-strategy call, our team will design and brand (if the resource is a written resource/checklist), as well as provide done-for-you landing page copy and design along with 3 copy and graphic variations to promote the opt-in {with up to 2 revisions on all assets}.

Payment Plan

12 monthly payments of \$2,500

Pay in Full

One payment of \$25,500 (15% discount)

Have questions about the program or payment plans?

[Book a Call with a Strategist Today](#)

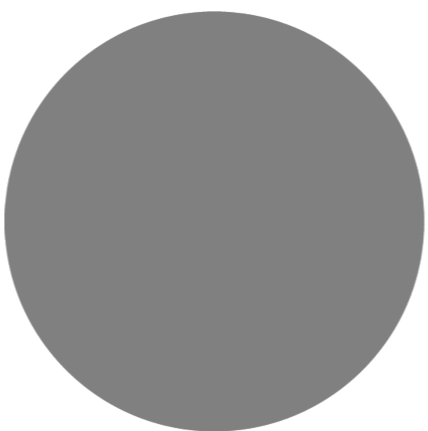
Need financing?

[APPLY HERE](#)

and explore our financing options



FOX



**USA
TODAY**

Google News

**DIGITAL
JOURNAL**