

Yasmina E. Jimenez

Business Coach and Founder
MY WORKSHOP
438-877-4797
info@MyWorkshopMyCoach.com
www.MyWorkshopMyCoach.com



1st Package

Services: 4-1-1 Consultation

Four consultations of 1 hour each to be used within a 6-month period.

Focus: Tips, resources, references and tricks of the trade.

Goals:

Obtain practical and objective counsel on a variety of topics surrounding your business in order to resolve challenges related to its daily operations. For example:

- Increasing your revenues
- Reducing your costs
- Improving your procedures
- Developing your team
- Exploring a potential partnership, etc.

Process:

- 4 sessions of 1 hour each for a total of 4 hours
- To be used within a 6-month period
- Answers to emails and 15-minute phone calls in between each consultation
- Dates/ Times/ Location: to be determined.

Investment including preparation and research:

Option A: 1 payment of \$499.00 + taxes before the beginning of the first consultation (\$100 discount before taxes).

Option B: 2 payments of \$299.50 + taxes for a total of \$599.00 + taxes: one payment before the first consultation and a second payment before the third consultation.



Program: The Cornerstone™

Combination of training and individual coaching.

Focus:

This program generally includes 8 workshops that allow entrepreneurs to go through an essential part of their start-up phase: this key phase, which represents the basis of any business project, is the elaboration of the business plan. It is offered to self-employed individuals or those wishing to launch their business.

Description:

A business plan is a written document which describes your company, its objectives and global strategies, your target market as well as your financial forecasts. It is important to have a business plan because it will assist you in establishing realistic goals, obtain financing, measure your results, clarify your operational needs and establish reasonable financial projections. The business plan conception will also allow you to assure the smooth daily operations of your business and greater opportunities for success.

Goals:

Even if business plans vary in terms of length and impact, all fruitful business plans include common elements. The plan has to take into account the peculiarities of your business and its environment. Here are the main sections which we shall include in your business plan:

- **Overview of your business:** Brief description of your company and where its positions its self within the existing market
- **Marketing & sales plan:** Marketing and sales strategy which you will use in order to reach your target clientele
- **Operations plan:** Description of your physical facilities
- **Human resources plan:** Detailed presentation of your core team as well as your policies and procedures
- **Global strategy:** Measures your company plans to take for the first two to three years
- **Executive summary:** summary of your activities and the reasons why you want to obtain financing, if it is the case
- **Financial Appendix:** Facts and figures in support of the information presented in your plan, etc.

Process:

- 8-10 sessions (excluding the first consultations and follow-ups)
- 2 hours per session for a total of 16-20 hours
- Weekly during a 3-month period or bimonthly during a 4-month period
- Answers to emails and 15-minute phone calls in between each coaching session
- Dates/ Times/ Location: to be determined.

Material includes: An 8-module binder complete with worksheets and related resources.

Investment including preparation, research, materials and follow-ups:

Option A: 1 payment of \$2899.00 + taxes before the beginning of the first coaching session (\$300 discount before taxes).

Option B: A monthly payment of \$533.17 + taxes during a 6-month period with the first payment before the first coaching session, for a total of 3199.00 + taxes.



3rd Package

Program: The Cornerstone Action Plan™

Focus:

This program generally includes 6 workshops that allow the entrepreneur to exploit the full potential of their business in addition to analyze and direct their company. This is achieved all while implementing concrete actions to assure the growth and success of their business. It is offered to entrepreneurs who have already created a business plan and have been in operations for 1 year or more.

Description:

This program is conceived in order for clients to create a strategy in a short lapse of time. The program brings forth the value of an integrated strategy to any company. Starting with an evaluation of the business as a means to draw a portrait of its actual situation as well as acquire insight on surrounding social trends, the program helps leaders evaluate their mission, vision and corporate values: a focal point which will influence all future decisions and actions.

Once defined, your mission, vision and values will be put into action by means of clear short term goals and a plan specifically conceived to help you move forward and derive profit from your ideas within the chosen direction. The best part of The Cornerstone Action Plan™ program is the fact that it accompanies you in the process of reflection (brainstorming) as a means to facilitate the important decisions related to your strategy

Goals:

Strategic planning as a means to further develop your business helps you reach the following goals:

- **Evaluate your company** – by examining all internal and external factors having an impact on your activities (finances, customer service, marketing and sales, operations and procedures, team and/or collaborators-partners, technology and innovation, community impact, trends, etc.).

- **Establish a new vision and direction** – by examining the mission, vision and values as well as the services and/or products and the existing objectives taking into account what stood out during the evaluation of your company.
- **Establish your priorities and new goals** – by exploring new ideas with regards to the organizational development of your company, by appointing your champions (key resource people who will support your actions) as well as short term objectives dedicated to your priorities.
- **Formulate strategies**– by examining the strategies and tactics drawn from the above factors.
- **Put your strategies into place** – by evaluating your resources and writing your plan.
- **Measure your success**– by following your progress and adjusting your steps as needed.

Process:

- 6 sessions (excluding the first consultations and follow-ups)
- 2 hours per session for a total of 12 hours
- Bimonthly during a 3-month period
- Answers to emails and 15-minute phone calls in between each coaching session
- Dates/ Time/ Location: to be determined.

Material includes: An 6-module binder complete with worksheets and related resources.

Investment including preparation, research, materials and follow-ups:

Option A: 1 payment of \$2199.00 + taxes before the beginning of the first coaching session (\$300 discount before taxes).

Option B: A monthly payment of \$416.50 + taxes during a 6-month period with the first payment before the first coaching session, for a total of \$2499.00 + taxes.



NOTE: Tailor made packages are available according to your needs and those of your company. If the payment terms do not suit you, due share your concerns and together we shall find a win-win alternative solution! Do take note that all products and prices are subject to change without prior notice.