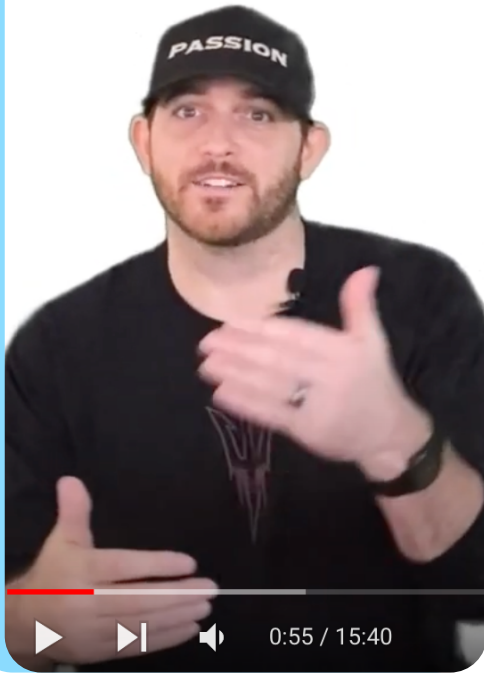


# CHASE MY PASSION

## PURPOSE-DRIVEN COACHING



## THE CMP EQUATION

***PERSONAL DEVELOPMENT COACHING***

+

***CONNECTION TO PURPOSE***

+

***BUSINESS & MARKETING COACHING***

+

***COMMUNITY***

=

***A PURPOSE DRIVEN BUSINESS***

# Introduction To The Program

## Introduction To The Program

In today's dynamic and rapidly evolving landscape, successful *entrepreneurship coaching* has become a strategic advantage that has the ability to drive entrepreneurs toward unprecedented heights of success. As you strive to achieve new milestones and navigate the complexities of developing a purpose-driven business, hiring an effective coach and joining a purposeful community effectively is an essential priority.

Chase My Passion is a comprehensive peak performance coaching program and community that goes beyond just helping entrepreneurs market and operate their purpose-driven business. The coaching program is designed to help entrepreneurs, like yourself, successfully grow a purpose-driven business. Research and experience show that while entrepreneurs must understand marketing and business, it's vital that they level up their mindset, habits, skills, connection to purpose, and connection to like-minded individuals. This creates a holistic approach that accelerates and improves the chances of a purpose-driven business being successful.

This proposal outlines a strategic roadmap for supporting, challenging, and coaching you along the journey of building and scaling a purpose-driven business, thus improving your odds of successfully fulfilling your purpose.

***Imagine living a life where you wake up every day with the blessing of doing what you love, making the impact you desire, and earning the revenue that allows you to live the life of your dreams.***

## The Rationale: Why Coaching Matters

*Coaching* is an investment that reaps far-reaching benefits. At its core, this program aims to identify and address unique challenges faced by entrepreneurs, facilitate self-awareness, and equip you with the tools and strategies to create, grow, and scale your purpose-driven business. Focusing on both personal and business growth, Chase My Passion coaching will empower you to embrace change, cultivate emotional intelligence, and develop a warrior mindset while pushing forward along the difficult journey of building and scaling a purpose-driven business.

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## Key Objectives: What We Aim to Achieve

Through our coaching *program*, we aim to achieve the following key objectives:

- **Personal Development:** *CMP coaching focuses on helping entrepreneurs grow as individuals, both in and outside of their business. Time and energy management, persuasion, productivity, courage, challenge, change, and much more.*
- **Habits and Routines:** *Developing positive habits and routines are crucial for an entrepreneur's success. Developing habits and routines to ensure you win in and out of your business.*
- **Mindset:** *A positive and growth-oriented mindset is essential for overcoming challenges and continuously improving. Our entrepreneurs receive coaching on developing resilience, confidence, and mental toughness.*
- **Marketing Execution:** *It is essential that entrepreneurs understand marketing to effectively reach and engage their target audience, which is crucial for business growth and success. CMP coaching will provide you with the coaching, strategies, and framework required to differentiate your purpose-driven business in a competitive market.*
- **Business Execution:** *CMP coaching provides entrepreneurs with the tools, resources, framework, and coaching required to understand business operations so that you can efficiently manage resources, streamline processes, and reduce operational costs, thereby improving overall profitability.*
- **New Trends:** *Entrepreneurship will continue undergoing change, this will always be a given. New strategies, new technologies, new platforms, it is always evolving. CMP coaching will keep you updated and connected to new trends, which is vital if you want your company to survive.*
- **Connections, Challenge & Support:** *The CMP coaching program provides entrepreneurs the platform to connect with a community of other entrepreneurs to gain valuable insights, advice, and mentorship while networking and collaborating. The community is a great way to combat isolation, boost motivation, and provide a support system during the often-demanding journey of building and scaling a purpose-driven business.*
- **Leadership Performance:** *Entrepreneurs who take on leadership roles can positively influence their ability to lead their employees (as it grows), their family, partners, and vendors resulting in developing a team of individuals who will support you along your journey of living your dream life through a purpose-driven business.*

## Methodology: The Journey to Excellence

Chase My Passion coaching will encompass a combination of **weekly group coaching sessions** ( focused on personal development, marketing, and business operations), **community connections, marketing, business, and personal development resources**, daily and weekly **accountability**, and ongoing **support**.

## Measuring Success: Evaluating the Impact

Throughout the coaching program, Chase My Passion will conduct regular progress assessments, practice weekly, and even daily, accountability, gather feedback, and analyze tangible improvements that are required to have success.

Building a purpose-driven business is not easy, in fact, it is extremely hard, but Chase My Passion Coaching represents a pivotal investment in increasing your likelihood of success and growth in your purpose-driven business, allowing you to build your business while pursuing your goals with passion, purpose, and integrity.

Together, let's embark on a journey to live the life of your dreams and create a purpose-driven business you can be proud of. Thank you for considering Chase My Passion. I am excited about the opportunity to partner with you to create impact, both within yourself, your loved ones, and the world through your passion and purpose.

Sincerely,  
Justin Allen

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# The Chase My Passion Coaching Program

## **What Does The Program Consist Of:**

1. *Bi-Weekly Virtual Coaching Sessions Led By Justin Allen & Guests*
2. *Community & Connection*
3. *Daily & Weekly Accountability*
4. *Marketing, Business, & Personal Development Resources*
5. *Monthly Assessments*
6. *24/7 Access To Justin Allen*
7. *One-on-One Coaching Sessions (additional \$ at big discount)*

## **1. Virtual Coaching Sessions**

- Strategy Session
  - Included in membership
  - One-on-one virtual session
- Bi-weekly Virtual Group Coaching Sessions
  - 2 coaching sessions each month
  - Sessions will be held utilizing Zoom.
  - All coaching sessions will be recorded and uploaded
- Topics:
  - Topics covered will focus on marketing, operations, and Individual High-Performance Development
- Expert Guest Speakers
  - Chase My Passion will bring in experts in areas of high performance, marketing, and business operations.

## **2. Community & Connection:**

- *CMP will create and launch a Slack channel to build connections and community*
  - The community will allow each individual to be challenged and supported by like-minded entrepreneurs.
  - *CMP will drop daily insight to promote business and personal growth.*
  - *Special channels will be created to build connections and gain insight on various topics on marketing, operations, and high-performance development.*



# The Chase My Passion Coaching Program

3.

## Daily & Weekly Accountability

- Chase My Passion will provide daily and weekly accountability through group coaching calls, assessments, community, and access to DM/text.
- Chase My Passion Utilizes software to create a personal, private, and secure space to share ideas as well as be held accountable to commitments made through the coaching process.

4.

## Marketing, Business, & Personal Development Resources

- CMP will provide resources, templates, and best practices in the areas of marketing, business, and personal development.

5.

## Monthly Assessments

- CMP will provide monthly assessments creating a culture of awareness and accountability.

6.

## 24/7 Access To Justin

- CMP will provide 24/7 access to Justin Allen, founder and head coach.
  - Access to Justin's Slack
  - Access to Justin's personal cell phone

7.

## Individual One-On-One Coaching Sessions

- CMP offers individual one-on-one coaching sessions with head coach Justin Allen.
- One-on-one coaching calls are provided at a member-discounted rate.





# Sample Coaching Topics

These are just a sample of some of the coaching topics we will explore in our coaching sessions.

## **Personal Development**

Goal Setting	Time Management	Fear/Courage
Purpose - Why	Setting Intentions	Love the game
Mindset	Control & Accountability	Skill Development Plan
Leadership	Skill Development	Dream Vision
Wellness-Energy	Self Evaluation	Persuasion
Build your A-Team	Self Awareness	Competence
Leveling Up Commitments	Challenge	Present Moment Focus

And much more.....

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## **Marketing**

Branding	Social Ads	CRM Management
Email Marketing	Google Business	Sales & Marketing
Content Creation	Reviews	Promotions
Webinars	Referrals	Event Marketing
Podcasting	Blogging	Non Digital Marketing
Social Media	SEO	Affiliate Marketing

And much more.....

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## **Business Operations**

Mission & Vision	Accounting & Financing	Managing Resources
Core Values	Contracts & Agreements	Roadmapping
Project Management	Hiring/Firing	Technology/Systems
Taxes	Inventory	Compliance
Partnerships	OKRs	Analytics

And much more.....

# Areas of Focus



## MARKETING & BUSINESS COACHING

Guided by a former visionary CEO of a digital marketing agency, Justin Allen will coach & mentor you through strategic marketing and business operations via dynamic weekly zoom calls, a cutting-edge CMP community app, insights from expert guests, and round-the-clock access to a dedicated coach.



## LIFE SKILLS COACHING

Led by Life Performance Coach, Justin Allen has extensive experience and success empowering entrepreneurs & executives to overcome the obstacles in their journey to launching a thriving purpose-driven business. Turn your habits, essential skills, and relationships into a super power for your business.



## COMMUNITY & CONNECTIONS

Community is the lifeblood that fuels personal & business growth, offering a foundation of unwavering support, networking opportunities, transformative learning experiences, unwavering accountability, inspiration, & invaluable feedback. By wholeheartedly immersing yourself in a vibrant community, you not only expedite your growth trajectory, but also broaden your horizons, shatter limitations, and unleash the full extent of your remarkable potential.



## TEMPLATES, COPY, & BLUEPRINTS

CMP empowers its members with an extensive arsenal of marketing, business operations, and personal development resources, including a treasure trove of templates, meticulously crafted marketing copy, and strategic blueprints, and more. This comprehensive repository serves as a catalyst for action, eliminating the barriers that often hinder individuals from taking decisive steps in launching and scaling their purpose-driven businesses.

# Pricing & Program Options

## Option 1: Chase My Passion Coaching Program

- CMP Coaching Program includes:
  - Initial Strategy Session
  - Bi-weekly Group Coaching Calls
  - Community
  - Daily/Weekly Accountability
  - Marketing, Business, & Personal Development Resources & Templates
  - Monthly Assessments
  - 24/7 Access To Justin Allen
  - Access to Experts
  - Deals on third-party services
- Price:
  - \$150/month

## Option 2: Chase My Passion Coaching Program + (1) One-on-One Coaching Call

- CMP Coaching Program includes:
  - Initial Strategy Session
  - Bi-weekly Group Coaching Calls
  - Community
  - Daily/Weekly Accountability
  - Marketing, Business, & Personal Development Resources & Templates
  - Monthly Assessments
  - 24/7 Access To Justin Allen
  - Access to Experts
  - Deals on third-party services
- One-on-One Coaching Call
  - (1) one-on-one coaching call with Justin Allen for \$150
    - This is a \$150 discount as the non-member rate is \$300
- Price:
  - \$300/month

## Option 3: Chase My Passion Coaching Program + (2) One-on-One Coaching Call

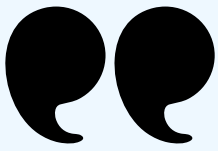
- CMP Coaching Program includes:
  - Initial Strategy Session
  - Bi-weekly Group Coaching Calls
  - Community
  - Daily/Weekly Accountability
  - Marketing, Business, & Personal Development Resources & Templates
  - Monthly Assessments
  - 24/7 Access To Justin Allen
  - Access to Experts
  - Deals on third-party services
- One-on-One Coaching Calls
  - (2) one-on-one coaching call with Justin Allen for \$300
    - This is a \$200 discount as the non-member rate is \$500
- Price:
  - \$450/month



[www.chasemy passion.com](http://www.chasemy passion.com)  
[chasemy passion@gmail.com](mailto:chasemy passion@gmail.com)

480-421-8427





*“Because of Justin I’ve been able to build a strong, loyal, and dedicated team that has freed up my days to work on things that move the needle in my life. I feel more balanced and focused with more energy to take on challenges and work through the tough times to complete the goals I need to get done in order to live the life of my dreams.”*

*“I am more confident in myself and my future. I have a clear understanding of what I want in my life and how to achieve it. My company is thriving, my health and fitness are through the roof, and I have a stronger connection with family, friends, and the community.”*

*“To have someone who genuinely cares for your success, helps you make sense of the plan to bolster your self-confidence, and who guides you through the emotions that come from both victories and defeats was a complete game changer for me.*

*“Justin has created an environment that both supports and challenges us. It’s so awesome to be in a community with like minded people who genuinely care about your growth.”*

## Why Choose Chase My Passion?

The founder of Chase My Passion, Justin Allen, has had a unique journey that has seen him go from a professional athlete, to a data analytics executive, a life coach, a marketing CEO, and an entrepreneur all while undergoing two different battles with cancer and severe depression that almost claimed his life.

Along the way Justin has earned several national courage awards and has been honored for his resilience and strength. Through his trials and tribulations, Justin has been able to reconnect with his spirituality, develop his skills as a coach, grow his abilities as a marketing specialist, and get back on the right path in the pursuit of his Divine Destiny to impact the world through his passions.

As a marketing CEO, Justin’s agency executed full scale direct marketing for million dollar organizations, successful entrepreneurs, and exciting startups. He is also an entrepreneur himself so he understands the grind and hustle required to have success. Lastly, he is an experienced life coach who brings that skill and knowledge in to support, mentor, and coach clients to success.

If anything, Justin is proof that your journey will be full of failures and successes, but that we all have the ability to be resilient while re-inventing ourselves to have success in the pursuit of our passion and purpose.



**THE GENE AUTRY COURAGE AWARD**

2003



**JIMMY V COMEBACK PLAYER OF THE YEAR**

2004



**THE SPARKY GOLDEN HEART AWARD**

2004



**THE NCAS GIANT STEPS AWARD**

2005



**3X ALL PAC-10 ACADEMIC TEAM AWARD WINNER**

2001 – 2004



**FEATURED IN THE BOOK “100 HEROES IN SPORTS”**

2005