# THE MILLION DOLLAR NSBAT COURSESSILABUS

CLAIM YOUR AMBITION & CRUISE PAST 7-FIGURES

JW CONSULTING INC. FOUNDED BY JACQUELINE RELKE

## WELCOME TO THE MILLION DOLLAR BUSINESS ACADEMY WHERE GLASS CEILINGS ARE SHATTERED AND INCOME ISN'T CAPPED.

YOUR BIG AMBITION THRIVES HERE

The gloss of the internet fools us into believing it's easy to build a Million Dollar Business. When in reality, most early to mid-stage entrepreneurs never reach that milestone.

For women-owned businesses, the already small percentage plummets to a staggering 2% who ever break \$1,000,000 in revenue.

HERE'S THE GOOD PART: WE'RE HELL-BENT ON CHANGING THAT.

THE MILLION DOLLAR MBA™ (M\$BA™) IS AN MBA-CALIBER COURSE AND GROUP PROGRAM THAT TEACHES YOU HOW TO SUCCESSFULLY BUILD AND SCALE A MILLION DOLLAR BUSINESS IN 12 MONTHS. The M\$BA<sup>™</sup> was created to serve a dire need across industries -high-level, tactical MBA-caliber training and support that operates as an open book and doesn't break the bank.

This is not text book theory - we've laid out the tangible steps to doing it. Through an advanced curriculum, live lectures, office hours, community, and expert 1:1 consulting, the M\$BA™ program is on a mission to produce 1,000 millennial millionaires per year.

M\$BA™: WHERE YOUR BIG AMBITION GOES TO MULTIPLY

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YOUR BIG AMBITION THRIVES HERE.

### SHARPEN YOUR ACUMEN

Here your innate business acumen is sharpened through financial literacy, leadership training, and personal development, enabling you to strengthen your discernment and make sound decisions on the regular.

### CLAIM YOUR AMBITION

Ambition is the underlying force behind everything JWM produces. We foster your greatest ambitions, so you can move beyond yourself to create the impact you're made to have on this world.

### **BE FIERCELY STRATEGIC**

On your journey to generating a million dollars, every move you make needs to be intentional and strategic. We don't leave things to chance and keep an ear to the ground through data, market research, and calculated experimentation.

### LEAD WITH EXCELLENCE

Our posture is that you can't lead a 7-figure business without elevating your leadership skills and drive for excellence across all fronts. Through dedication, training, and support, you will uncover the change-making leader that's within you.



### AN OVERVIEW OF WHAT IS INCLUDED

# PEERLESS IN PRACTICALITY, DISCOVER THE NUTS & BOLTS OF THE N BA

THIS PROGRAM ISN'T PURELY NEW-AGE TRAINING AND WE DIDN'T JUST PUT A SEXIER TITLE ON YOUR DAD'S "HOW TO START A BUSINESS" MANUAL. YOU'VE BEEN THERE, DONE THAT. THIS IS YOUR FORWARD-THINKING, ROAD-TESTED MANUAL TO GET WHERE YOU'RE TRYING TO GO.

WITHIN EACH OF THE 12 PILLARS OF THE M\$BA PROGRAM, YOU'LL RECEIVE A SERIES OF LIVE-TAUGHT LECTURES COVERING ESSENTIAL TOPICS IN DETAIL.

M\$BA™ IS A COMPREHENSIVE HUB COMPLETE WITH HIGH-LEVEL LECTURES, ACTIONABLE HOMEWORK, AND PRACTICAL EXERCISES YOU CAN IMMEDIATELY IMPLEMENT IN YOUR BUSINESS.

YOU'LL ALSO FIND THE SAME LEVEL OF ACCESSIBILITY AND SUPPORT YOU'D EXPECT FROM ANY WORLD-CLASS SCHOOL AND ITS PROFESSORS.

- 12 LIVE-TAUGHT LECTURES HOSTED BY JAC & YOUR M\$BA™ GUEST EXPERTS
- PLUS 12 SELF-PACED LEARNING MODULES + RECORDINGS
- BI-WEEKLY OFFICE HOURS WITH JAC, THE JW TEAM, AND YOUR M\$BA® GUEST EXPERTS

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N\$BA

- PRIVATE SLACK CHANNEL
- M\$BA<sup>™</sup> COURSE WORKBOOK
- M\$BA<sup>™</sup> PROGRAM MERCH
- PRIORITY ACCESS TO REGISTER & ATTEND M\$W SUMMITS
- FREE 12-MONTH ACCESS TO M\$WORKSPACE<sup>®</sup>
- PITCH COMPETITION FOR M\$WPE

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# NOT TO MENTION YOU'LL ALSO RECEIVE ACCESS TO THE FOLLOWING PROGRAM INCLUSIONS & ADDED SUPPORT

### **COURSE WORKBOOK**

CONSIDER IT YOUR TEXTBOOK TO REFERENCE AND GUIDE YOU THROUGHOUT THE PROGRAM. DELIVERED IN PRINT AND DIGITAL FORMAT, THIS 200+ PAGE WORKBOOK WILL GIVE YOU EVERY PIECE OF THE PUZZLE YOU NEED TO BUILD YOUR MILLION DOLLAR BUSINESS.

### **BI-WEEKLY OFFICE HOURS WITH JWM TEAM & THE GUEST EXPERTS**

GET PERSONALIZED 1:1 SUPPORT, WORKING CLOSELY YOUR CSO, THE JWM TEAM AND OUR WORLD RENOWNED GUEST EXPERTS ON HOW THE CONTENT RELATES SPECIFICALLY TO YOU AND YOUR MILLION DOLLAR BUSINESS.

### FREE MEMBERSHIP TO M\$WORKSPACE®

WITH ENROLLMENT TO M\$BA™, YOU'LL RECEIVE COMPLIMENTARY ACCESS TO OUR MEMBERSHIP COMMUNITY FOR THE MODERN AMBITIOUS WOMAN FOR THE DURATION OF THE PROGRAM (12 MONTHS) – WHICH WOULD OTHERWISE COST \$1788 USD FOR THE YEAR. <u>SEE EVERYTHING INCLUDED HERE.</u>

### AN ENTIRE M\$BA™ COURSE HUB

STORED ALL IN ONE PLACE ON OUR MILLION DOLLAR MBA SERVER, YOUR M\$BA™ HUB IS COMPLETE WITH ALL PROGRAM MATERIALS, WORKBOOKS, LECTURES, RECORDINGS, QUIZZES, SPREADSHEETS AND TEMPLATES FOR EASY ACCESS AND TIME-SAVING ORGANIZATION

### **PRIORITY ACCESS TO M\$W SUMMITS**

FIRST LAUNCHING IN FALL 2022 IN NYC, YOU'LL HAVE THE OPPORTUNITY TO ATTEND IN-PERSON SUMMITS AND EVENTS SURROUNDED BY YOUR FELLOW STUDENTS, PEERS AND OTHER INDUSTRY EXPERTS.

+ MUCH MORE

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# COURSE SYLLABUS SEMESTER ONE

**BUSINESS FOUNDATIONS** 



#### BUSINESS STRUCTURING + PRODUCT/SERVICE IDEATION + PRODUCT/MARKET/FOUNDER FIT

A DEEP DIVE INTO YOUR START-UP CANVAS AND STRATEGIC BUSINESS STRUCTURING. FROM BUSINESS NAME TO BUSINESS MODEL, KEY PERSONNEL AND COMPANY STRUCTURE, AND OF COURSE, YOUR MILLION DOLLAR BUSINESS GROWTH PLAN. YOU'LL LEARN HOW TO SET YOURSELF UP TO SCALE WISELY. WE WILL COVER PRODUCT-MARKET-FOUNDER FIT AND GIVE YOU THE STRUCTURE OF YOUR PRELIMINARY BUSINESS PLAN SO YOU CAN HIT THE GROUND RUNNING (WELL, SPRINTING).



### LEGAL FOUNDATION, TRADEMARKS & INTELLECTUAL PROPERTY

TAUGHT BY GUEST EXPERT LAURA DIFRANCESCO, ESQ., AN AWARD-WINNING CORPORATE & ENTREPRENEURIAL ATTORNEY WHO'S NEGOTIATED HUNDREDS OF MULTIMILLION AND MULTIBILLION DOLLAR CONTRACTS. THROUGH HER PROVIDED RESOURCES, YOU'LL LEARN THE IN'S AND OUT'S OF HOW TO LEGALLY START YOUR BUSINESS FROM FORMING IT, TO FILING YOUR CORPORATE DOCUMENTS, OPENING BANK ACCOUNTS, GETTING INSURANCE, UNDERSTANDING COPYRIGHT & PROTECTING YOUR INTELLECTUAL PROPERTY, AND MORE.



### SERVICE SUITE / PRODUCT IDEATION + PASSIVE INCOME + REVENUE STREAMS & FORECASTING

IF YOU'VE EVER SECOND GUESSED YOUR PRODUCT/SERVICE OFFERINGS AND THEIR PRICING STRUCTURE, THIS IS THE MODULE THAT PUTS AN END TO THAT. WE'LL COVER, IN DETAIL, THE TYPE OF RESEARCH YOU CAN CONDUCT TO GAIN VALUABLE MARKET INSIGHTS, HOW TO CONDUCT A VALUE-BASED PRICING EXERCISE TO EFFECTIVELY INCREASE YOUR RATES (WITHOUT INCREASING VOLUME), PLUS IDEAS AND TANGIBLE STEPS TO TAKE TO DIVERSIFY YOUR REVENUE STREAMS.

# COURSE SYLLABUS SEMESTER TWO

MISSION TO ACQUISITION/CONVERSION

MARKETING + BRANDING + POSITIONING & MESSAGING + AUTHORITY

TAUGHT BY GUEST EXPERT LACEY MADISON FOUNDER AND CEO OF SIR. CONSULTING FIRM, SIR. BUSINESS ACADEMY AND THE BRAND CEO METHOD. THIS PROGRAM PILLAR FOCUSES ON MARKETING, BRAND DEVELOPMENT, POSITIONING, MESSAGING, AND AUTHORITY SO YOU CAN EFFECTIVELY STAND OUT AND REACH THE RIGHT AUDIENCE WITHIN YOUR SPACE. THIS MODULE IS JAM PACKED WITH THE MARKETING INFO OF YOUR DREAMS.

#### SALES + SALES FUNNELS + LEAD GENERATION + SOCIAL MEDIA MARKETING

DIG INTO MASTERING THE 5 STAGES OF SALES FUNNELS AND THE ENTIRE SALES ECOSYSTEM, AS WELL AS UPSELLING, AND TRACKING THE HELL OUT OF YOUR LEADS TO ENSURE INSANE CONVERSION LEVELS. YOU'LL LEARN A DETAILED FOLLOW-UP STRATEGY, WHAT NUMBERS TO PAY ATTENTION TO, AND HOW TO KNOW WHERE TO INVEST FURTHER, AND WHERE TO PULL BACK, IN ORDER TO MOVE CLOSER TOWARD YOUR GOALS WITH A HEALTHY P&L RATIO. GUEST EXPERT AMANDINA ALTOMARE, FOUNDER AND CEO OF MEDIA A LA CARTE WILL ALSO BE SHARING NEW AGE SOCIAL MEDIA TRAINING TO HELP YOU TURN THOSE LEADS INTO SALES.

CLIENT EXPERIENCE CURATION & WORKFLOWS + STRATEGIC PARTNERSHIPS + REFERRALS

IN ORDER TO SELL SUCCESSFULLY, CREATE CHAMPION CLIENTS, AND A STRONG REFERRAL NETWORK OF FIVE STAR EXPERIENCES, YOU MUST FOCUS ON NAILING ALL ASPECTS OF YOUR CLIENT EXPERIENCE. THIS PROGRAM PILLAR TEACHES YOU HOW TO DO ALL OF THAT. INCLUDING THE 4 CLIENT EXPERIENCE PHASES, THE SYSTEMS NECESSARY TO IMPLEMENT AND TRACK IT ALL, AND EVEN WAYS TO INCREASE YOUR CONVERSION OF HIGH TICKET SALES.



# COURSE SYLLABUS SEMESTER THREE

**CEO GROWTH FOCUS** 



LEADERSHIP + ETHICS + TEAM STRUCTURING + HIRING + SOPS

OUR POSTURE IS THAT YOU CAN'T LEAD A 7-FIGURE BUSINESS WITHOUT ELEVATING YOUR LEADERSHIP SKILLS AND DRIVE FOR EXCELLENCE ACROSS ALL FRONTS. DISCOVER WHAT IT TAKES AND WHAT IT LOOKS LIKE TO SHOW UP AS A DYNAMIC CHANGE AGENT AND THOUGHT-PROVOKING LEADER. FROM THE SEVEN CAPTIVATING TRAITS OF A MAGNETIC LEADER TO THE 10 C-LEVEL HATS, YOU'LL LEARN HOW TO TO TAKE AN INTEGRATIVE APPROACH THAT FOCUSES ON BUILDING A COMPREHENSIVE FOUNDATION. WE'RE NOT STOPPING THERE EITHER - LATER IN THE QUARTER, WE'LL COVER EMPLOYMENT AND IC AGREEMENTS, TEAM STRUCTURING + RESPONSIBILITIES, COMPENSATION, ONBOARDING + TEAM REVIEWS, AND ANNUAL PLANNING.



### FINANCES + CASH FLOW + P&L

AS A M\$CEO IN THE MAKING, AS SOMEONE LOOKING TO GROW YOUR WEALTH AND BOOST YOUR NET WORTH, YOU'LL LEARN THE 10 NON-NEGOTIABLE FINANCIAL SYSTEMS YOU MUST HAVE IN PLACE. PLUS, HOW TO TRACK, MANAGE, AND GROW EACH OF THEM. THROUGH SIGNATURE & SEXY JW SPREADSHEETS, WE'LL HELP YOU GET SET-UP PROPERLY TO SCALE YOUR MILLION DOLLAR BUSINESS.



#### LAUNCHING + GROWTH + TECH

TAUGHT BY THE FOUNDER & CEO OF BEHIND THE SCREENS INC., TAMARA MUNOZ-WHIDDEN IS A SYSTEMS EXPERT AND INTEGRATOR FOR VISIONARIES. LEARN HOW TO MAXIMIZE YOUR BACK-END FOR SEVEN-FIGURES & BEYOND, BY UNCOVERING YOUR MILLION DOLLAR BUSINESS STRUCTURE, TECH AND SYSTEMS. FURTHER, DEEP DIVE INTO THE ART OF SUCCESSFUL LAUNCHES THROUGH OUR REFINED GO TO MARKET STRATEGY WITH A CHANNEL-BY-CHANNEL FOCUS, AND THE TECH TO MAKE YOUR GO-TO-MARKET FLAWLESS.

# COURSE SYLLABUS SEMESTER FOUR

MAKING YOUR MILLIONS

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#### MILLION DOLLAR PITCH STRUCTURING + PITCH DECKS

TO START OUR LAST QUARTER WITH A BANG, THE NEXT LECTURE BY YOUR CSO GETS INTO THE NITTY GRITTY OF PITCHING AND PROPOSAL STRUCTURES SO YOU CONFIDENTLY PUT YOURSELF OUT THERE AND LEVERAGE THE VALUE YOU BRING TO THE TABLE.

# M11:

### VENTURE CAPITAL + PRIVATE EQUITY + FUNDING & INVESTING

YOUR DREAM TEAM GUEST EXPERT LAURA DIFRANCESCO, ESQ. + CSO WILL BE JUMPING IN TO GIVE YOU THE RUN DOWN ON VENTURE CAPITAL, PRIVATE EQUITY, SECURING FUNDING AND INVESTING. THIS IS HUGE. ONLY ABOUT 2.3% OF VENTURE CAPITAL GOES TO WOMEN ENTREPRENEURS. THIS CONVERSATION NEEDS TO HAPPEN.

# M12:

### IMPLEMENTATION + BUSINESS PLAN COMPLETION

CONGRATULATIONS, YOU NOW HAVE A MILLION DOLLAR BUSINESS STRUCTURE. NOW ITS TIME WE PUT THE FINISHING TOUCHES ON YOUR MILLION DOLLAR BUSINESS PLAN AND GO GET YOUR MILLIONS.

# MEET THE EXPERTS

YOU'RE DRIVEN BY THE GOAL OF HITTING A MILLION DOLLARS IN REVENUE (AND THEN SCALING BEYOND IT). YOU HAVE THE AMBITION, THE VISION, THE CONFIDENCE, THE DRIVE — AND WE'RE GOING TO HELP YOU PROVE TO YOURSELF THAT YOU CAN BEAT THE ODDS WITH A CRYSTAL CLEAR ROADMAP TO GET THERE.



### AMANDINA ALTOMARE

Amandina Altomare is a powerhouse female founder and thought leader paving the way for a new age in social media marketing. Her unique background in acting and PR make her an incomparable storyteller; she specializes in crafting the stories of brands through video and static content to reach their target audience online. Amandina's talent for social media and digital marketing was cultivated during her time in fashion PR when she represented acclaimed designers like Christian Siriano and denim wear brand 7 For All Mankind.

Amandina launched Media A La Carte in May of 2020 and has grown it to a multi-six figure business, now a team of 5, and over 12k followers on Instagram. The company has helped over 100 businesses and individuals grow their online presence since its inception. With a passion for KPIs and an insatiable New York work ethic, Amandina and her company are coveted partners for brands in the fashion, wellness, hospitality, and entertainment spaces.



### LAURA DIFRANCESCO

Laura DiFrancesco is an entrepreneur and corporate attorney, founder of Dean Street Law and Flourish Coworking Space. Laura is a thought leader in personal development, business and corporate law. She's leveraging her experience negotiating hundreds of multimillion and multibillion dollar transactions and representing thousands of companies to create business and legal products to help protect and scale businesses.



## ZARA WATSON-YOUNG & SEAN YOUNG

Zara knows how frustrating it can be to try and fit your career in a box while marching to the beat of your own drum. That's exactly what led her to close the door on a thriving corporate legal career in order to pursue what truly encompassed all the skills and ambition in her wheelhouse: serving people like you. Zara has served entrepreneurs since 2017, always driven to empower and equip fellow dreamers with tangible legal tools to scale confidently. Along the way, she co-founded Watson & Young with her husband, Sean.

From the beginning of Sean's legal career, he has helped businesses secure their Intellectual Property. Sean received his law degree from Brooklyn Law School in 2015 with a concentration in intellectual property, media, and information law. While there, he was a member of the Brooklyn Law School Incubator & Policy Clinic, where he started his career advising businesses and startups in NYC on entity formation and intellectual property protection. Since then, Sean has litigated hundreds of cases, from complex commercial litigation to trademark oppositions recovering thousands of dollars in damages for his clients. His courtroom experience has allowed him to successfully negotiate, litigate, and mediate favorable outcomes for his clients against Fortune 500 companies and major publications.



### LACEY MADISON

Lacey Madison, founder and CEO of Sir. Consulting Firm™, Sir. Business Academy™, The Brand CEO Method™ and SPEI™ is bringing more women to into the Elite 1% by creating and leading the next generation of Elite CEOs through Executive 10 x C-Suite Support. Known as the Gordon Ramsay of female-led businesses, her appetite for disrupting industries is always present and With over 8+ years of marketing & business experience under her belt, Lacey Madison has quickly become a trusted advisor in helping ambitious women navigate the business space regardless of industry. From PR & Media Communications to Full Service Holistic Marketing, Lacey knows what it takes to Build Elite CEO 7 Figure Brands that change cultures in the new landscapes of business.



### TAMARA MUNOZ-WHILDEN

Tamara Munoz-Whilden is the founder and lead Integrator at Behind the Screens - an online business management agency. With over a decade of corporate leadership experience behind her, including running operations for multi-billion dollar companies like Walt Disney World and Starbucks, she is on a mission to bring sustainable million-dollar systems to the every day entrepreneur.

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# NBA ENROLLNOW

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