

System Overview

All graduates of O23 Coaching & Business will leave with their own high-ticket Signature Coaching System, equipped with all of the tools to guide and Coach a client through life-changing transformation, impacting the client themselves and the important people and things around them.

Along with having a high-level Coaching system, all graduates will receive intensive Business & Sales mentorship, as they set forth and begin enrolling their first clients. O23 Professionals will now have a clear and distinct way to separate themselves from the field as an industry expert and authority.

The O23 program is a complete package from learning the Holistic Systems that make us unique, to building and packing a signature Coaching System, to streamlining the service and sales for financial freedom and prosperity.

Our system is the most innovative and complete Coaching Development program in the industry today.

The program consists of 12-weeks of Coaching and Business Development (Phases 1&2), followed by a 4-week* intensive Sales Mentorship (Phase 3).

*This portion of the course is a minimum of 4-weeks, or until the Coach is actively enrolling new clients and has recouped his/her investment on our program.

Summary:

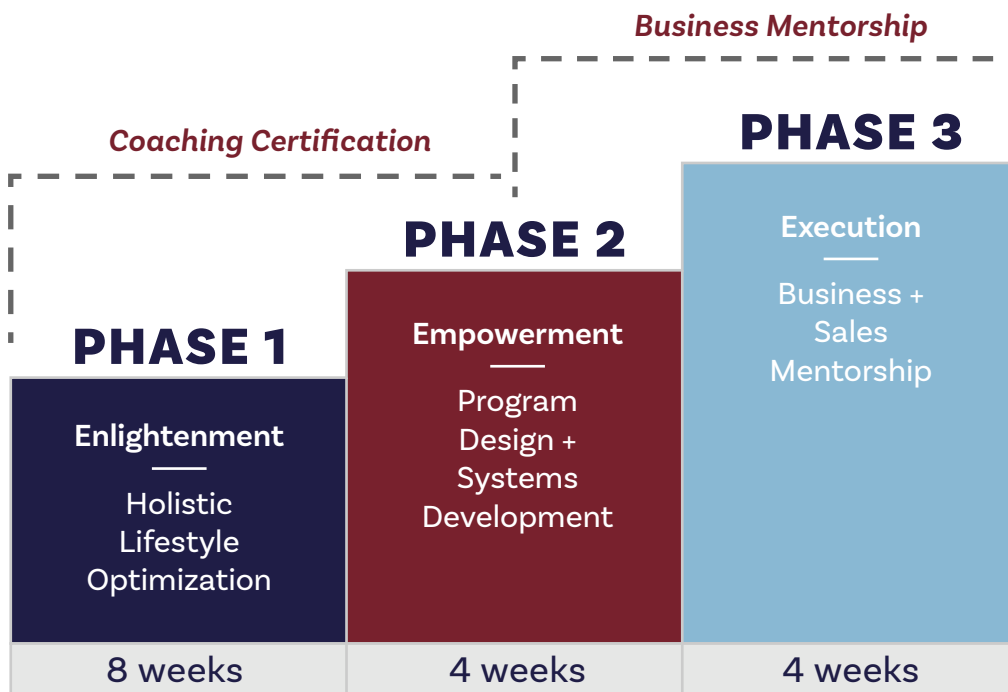
Phase 1 - Enlightenment - 8 Weeks - Holistic Lifestyle Optimization

Phase 2 - Empowerment - 4 Weeks - Program Design & Systems Development

Phase 3 - Execution - 4 Weeks - Business & Sales Mentorship

Each week Coaches will indulge on approximately 2 hours of video modules and development exercises. Coaches will also receive 1-1 Mentorship calls every single week, as well as access to all O23 Group Coaching Calls.

Being a Mentorship, each Coach will move through the program as an individual, receiving highly-individualized Mentoring regarding the specifics of their business and career. The combination of our comprehensive 80+ Video Module Course,, and the immersive 1-1 work, is what distinguishes the O23 program from the rest of the industry as the clear leader in both high-level Coaching & high-ticket Business Systems





Phase 1 - Enlightenment - 8 Weeks

Purpose: In the first Phase of the program, Coaches will get to experience our innovative Holistic Lifestyle Optimization system first hand. We do this by educating Coaches on our unique methodology as well as Coaching them directly on their own journey towards self-mastery.

Process: The process includes our thorough L.O.O.K Assessment, our trademark L.E.A.P Accountability protocol, 8-weeks of comprehensive video modules, and of course, intensive 1-1 Coaching.

Payoff: By the end of Phase 1, Coaches will have embarked on a new journey towards optimization and self-mastery, aligning the most universal Laws of Nature with our modern day lifestyle to chase the limits of health, wealth, and happiness. As Coaches move through this Phase of the program, the focus is on the Self, with an emphasis on guiding others on the same journey.

Week 1 - The Science of Nature and The Nature of Science

Week 1 is dedicated to taking a hard look at the state of human health, the broken systems that got us here, the failing attempts to get us out, and the obvious incongruencies between our modern lifestyle and our natural design.

We will also examine the power and potential of Coaches in this industry and our calling to step into the role of true Health Professionals.

Module 1.1 - The Nature of Science - The Future of Health is in our Past

Key Topics:

- Modern Medicine vs Ancient Healing
- The Pharmaceutical Cycle
- “Whole-istic” Living
- Learning More vs Understanding Better
- Making the Jump to Health Professional
- The Hard Truth About Lifestyle
- The Vision of our Mission
- The Power of the Coaching Industry
- Owning Your Influence

Module 1.2 - Intuitive Living - The Principles of Holistic Lifestyle Optimization

Key Topics:

- Intuition > Information
- Optimal is Normal
- “Every Day” Dangers
- Resume Syndrome

Module 1.3 - Learning to See - “It’s all Connected...”

Key Topics:

- Man’s Law vs Nature’s Law
- O&A; E&R
- Intro: The L.O.O.K Assessment (Lifestyle Optimization & Obstacle Calculator)

At the completion of the video Modules, Coaches will take the LOOK Assessment, our revolutionary Lifestyle Assessment that is changing the way the industry looks at lifestyle. Coaches will take the Assessment for themselves, and begin to learn how to administer it to others. All O23 graduates will have a lifetime license to use the tool with their future clients.

Week 2 - The Body is an Ecosystem

The human design is quite complex, but it is not complicated. In Week 2 we begin to see the systems of the body through a whole new lens, empowering ourselves and our clients to challenge the standard of optimal living and take full ownership of our health and happiness.

We will also begin to learn the subtle language of the body, connecting with our instincts and intuition as we begin to find balance in a whole new way.

Module 2.1 - #Decomplexify - Elegantly Simplifying the Human Body

Key Topics:

- Complex vs Complicated
- Everyday Language, Everyday Examples
- Simplify, Clarify, Amplify
- Change vs Transformation

Module 2.3 - Just Trying to Survive - Surviving and Thriving in Balance With Our Environment

Key Topics:

- Understanding Information
- 1 Dis-ease, 1 Cure
- Surviving vs Thriving
- 2 Sides of Survival
- Peak Genetic Expression
- The Boiling Frog

Module 2.2 - The Language of the Body - Opening the Lines of Communication

Key Topics:

- What Balance Really Means
- The Significance of Symptoms
- Whisper-Talk-Scream Progression
- Why Symptoms Become Sickness
- Upstream vs Downstream Living
- The Myth of Long-Term and Short-Term Health
- Progress = Healing

Module 2.4 - Release the Wolves - How Little Changes Create Big Transformation

Key Topics:

- The Wolves in Yellowstone
- Intro: The LEAP (Lifestyle Experimentation & Accountability Protocol)

After finishing the Week's Modules, Coaches will move into the LEAP Protocol as we begin to fundamentally re-set our habits and behaviors to align with our design over the course of the next 4 weeks.

Week 3 - Stress, Sleep, and Circadian Rhythm

Stress is the silent killer in our world, and most are either unaware of the biggest stresses, or unprepared to manage them. One of the biggest factors is disruption in Circadian Rhythm and our natural energy cycles. This week is an eye-opening discussion on the damaging effects of common stress and sleep issues, and how to return to boundless energy.

Module 3.1 - Let's Talk About Stress - The Real Invisible Enemy

Key Topics:

- A New Look at Stress
- Culmination & Compounding
- How to Eliminate, Mitigate, and Regulate
- Sympathetic vs Parasympathetic
- Inflammation and Downregulation

Module 3.2 - Wired to the Sky - Solar Power as the Infinite Power Source

Key Topics:

- The Sun is Supreme
- Cycles, Seasons, and Systems
- Time is an Illusion
- Corporate Meltdown Analogy
- The 5 M's of Motion
- Light = Life

Module 3.3 - The Rhythm of Nature - Finding and Feeling the Beat of Life

Key Topics:

- Riding the Wave
- Re-Calibrate Great
- Chronic Blah
- Default Mode
- The Crossover Effect

Module 3.4 - Sacred Sleep - Circadian Rhythm and The Cycles of Life

Key Topics:

- Sleep in our Society
- The Sanctity of Sleep
- The 3 S's of Sleep - Sunlight, Stress, Stimulation
- The Drift-Rest-Wake Test
- Understanding HBM (Hours Before Midnight)
- Intro - AM/PM Rituals

Modules 3.5 - Scrollisosis Pt 1 - The World's First Voluntary Epidemic

- The P/M/E/S Effects of Phones
- Blue Light Toxicity
- Decision Fatigue
- Stimulation and Sleep

Get ready to talk Nutrition in a whole new way. In Week 4 we zoom out and take a look at what Nutrition really is, and how the Gut affects us mentally, emotionally, and spiritually as the trigger to all transformation. We talk about the other sides of eating and begin the discussion on creating a lifelong eating practice.

Module 4.1 - What is Nutrition? - Let's Take it From the Top

Key Topics:

- Food as communication and information
- 3 Substances & 3 Processes for Fuel
- Eating as a P/M/E/S act
- Nourishment vs Stress
- Understanding Abundance

Module 4.2 - Go With Your Gut - Connecting the Mind, Body, and Soul

Key Topics:

- The role of the Gut in transformation
- The Gut-Brain Axis
- Harmony vs Conflict
- Fasting
- Stress vs Digestion

Module 4.3 - Intuitive Eating - Eating in Accordance with Your Design and Desires

Key Topics:

- Common Sense vs Common Knowledge
- Understanding Attraction to Food
- The Sunlight Diet
- 3 R's of Restriction
- 3 A's of Abundance
- Numbness to Nature
- Addiction & Dependency
- Progress = Healing

Module 4.4 - Eating as a Practice - I am Me and You are You

Key Topics:

- The Practice Mentality
- Feelings > Formulas
- Eating to Win
- Eating with Intention
- Eating from the Outcome

Week 5 - The Mind-Body Connection

In Week 5 we begin to #decomplexify Human Movement and the role of motion in health and healing. We discuss structured exercise, of course, but take the deepest dive into the realm of active lifestyle and natural movement.

Module 5.1 - Intro to Human Movement - The Ultimate Moving Machine

Key Topics:

- Active Lifestyle vs Gym/Exercise
- Heart Rate Volatility
- Our Scope as O23 Pro's
- The Importance of Play
- 5 M's of Motion

Module 5.2 - Motion & E-Motions - Mind, Body, and Soul Alignment

Key Topics:

- E-Motions = Energy in Motion
- The Body Keeps the Score
- Positions, Posture, and Personality
- Mental Battles as Physical Battles
- Mood and Movement Patterns

Module 5.3 - Active Lifestyle - Movement and Exercise Beyond the Gym Walls

Key Topics:

- Gym Routine vs Active Lifestyle
- 23/1 Ratio
- Building Up vs Breaking Down
- The 5 Characteristics of a Great Program
- Mobility & Maintenance
- Thriving on the Polarities

Modules 5.4 - Scrollisosis Pt 2 - The World's First Voluntary Epidemic

Key Topics:

- The Spine Runs the Show
- Fine Motor : Locomotor Ratio
- Myopic vs Hyperopic
- Input : Output (anxiety)
- Tech Effects on Physical Structure

In Week 6 we shift the focus inward and begin diving deeper into the Self. The introspective work done this week is powerful and can be a profound step for the Coaches in relation to themselves and their career. The Vision work in Week 6 is the first step towards self-optimization and financial freedom.

Module 6.1 - The Potential Pyramid - Building the Biggest Dreams on the Smallest Habits

Key Topics:

- Potential-Philosophy-Practice-Process
- “What is You?” Series
- Intro to the Foundational 4™

Module 6.2 - It Starts With Spirit - The Answers are Within

Key Topics:

- A New Look at “Spirituality”
- The Challenges of Chasing Truth
- Understanding Alignment
- The Real “Good vs Evil”
- Brian’s Story

Module 6.3 - Mindset 101 - Mindful Mastery of Our Self and Our Reality

Key Topics:

- The Mind as Muscle
- Reset and Reboot
- Thoughts - Words - Actions
- Growth Mindset vs Fixed Mindset
- Truth Trumps All
- The Importance of Awareness

Modules 6.4 - Philosophy - Living Philosophically in a Frantic World

Key Topics:

- Defining Performance
- “Easier DONE than SAID”
- The Foundational 4™ continued
- The Power of Philosophy
- Doing Your Best vs Being Your Best

At the finish of Week 6, Coaches will have a new vision of their Highest Self, the Potential they are capable of and working towards, as well as their own personal philosophy on Food, Sleep, Movement, Mindset.

Week 7 - Practice, Not Perfect

In Week 7 we begin building a daily Practice that is individualized and aligned with our F4 Philosophies and vision of our Highest Self. These are things we do and do not do on a daily basis that build our new identity.

Module 7.1 - Practice Pt1 - The Power of Practice

Key Topics:

- Laws of Living
- The Balance of Structure and Freedom
- 90/90 Living

Module 7.2 - Practice Pt2 - Building a Lifelong Practice

Key Topics:

- Stress: Create - Eliminate - Regulate
- Identity in our Actions
- The Truth About Motivation
- Purpose & Payoff
- Progress as Healing

Module 7.3 - Mindset Practice - Creating and Allowing

Key Topics:

- Active vs Passive Mindset Practices
- Stillness, Silence, Solitude
- Guiding Your Practice
- Mantras
- Affirmations

Modules 7.4 - Sleep Practice - Sleeping in the 21st Century

Key Topics:

- Surrender to the Sun
- Caffeine, Screens, and Stimulation
- Sungazing
- Downregulation Strategies
- AM/PM Rituals

Modules 7.5 - Movement Practice - Building a Movement Based Lifestyle

Key Topics:

- Primary vs Secondary Movement
- Creating time, space, and energy
- Movement Snacks, Flo's, & Go-To's

Module 7.6 - Eating Practice - Eating to Win

Key Topics:

- 3 Steps to Solid Eating
- Clients Needs vs Wants
- "Conscious" Carbs
- Feeding Emptiness
- Priorities of the Practice

Week 8 - Trust the Process

In Week 8 we begin to break down our F4 Practices into the everyday actions and habits that may seem small, but have tremendous upstream effects. We begin to understand intention and how to bring it to all of our routines and rituals to accelerate progress and live “on purpose.”

Module 8.0 - Intro to Process - *The Little Things that Make a Huge Difference*

Key Topics:

- The First Domino
- The ONE Thing Principle
- Understanding Behavior Change

Module 8.1 - Habitual Rituals - *Attention to Intention*

Key Topics:

- A New Look at “Spirituality”
- Understanding Intention
- Starting Small for Success
- Goals vs Systems
- The Truth About Motivation

Module 8.2 - Time & Environment - *Turning Obstacles into Allies*

Key Topics:

- The Role of Time & Environment
- Time & Environment as Relationships
- Shitty Days of Grey
- Time Blocking
- Mining the Gaps
- Environment and Influence
- The Law of Least Effort
- Fluid and Friction

Modules 8.3 - Habits & Behavior Change - *Change is Hard, Habits Hold the Key*

Key Topics:

- Understanding State Change
- Habit Formation 101
- 4 Laws of Habit Formation
- Anchor-Behavior-Celebration (ABC habits)
- Doing Your Best vs Being Your Best

Modules 8.4 - Course Correcting - *Coaching Them Not to Need You Anymore*

Key Topics:

- The Fear of Falling Off
- Execution

At the finish of Week 8, Coaches will have completed Phase 1, and have a complete road map and execution plan as they continue their journey towards life optimization and self-mastery. Using these new principles and tools, Coaches will move into Phase 2 as we begin to build their own O23 program.



Phase 2 - Empowerment - 4 Weeks

Purpose: In the second Phase of the program, Coaches will begin to shift the focus to their clients (present and future), as they plan and develop their own signature O23 Coaching System capable of bringing bigger outcomes to their clients, therefore earning bigger incomes for themselves.

Process: As we put the Coaching hats on full time, we will revisit the most fundamental principles of Phase 1, design and develop a 12-week program blueprint, and begin building the back-end business and sales systems that make it come to life efficiently and effectively.

Payoff: By the end of Phase 2, Coaches will have the outline of their new Signature System, complete with the business Structure and Systems to support it. Coaches will now be able to properly guide a client through a fundamental, life changing transformation that empowers the individual and places them solely in the driver's seat on journey towards health, wealth, and happiness. is on the Self, with an emphasis on guiding others on the same journey.

In Week 9 we closely discuss the scope of our Practice as O23 Professionals.

Module 9.1 - Scope of Practice - What Exactly Do You Do?

Key Topics:

- The Road Ahead
- Turning Pro
- Holistic Lifestyle Optimization
- Coaching Service vs Coaching System

Module 9.2 - Owning Your Influence - Calling On Coaches

Key Topics:

- Drawing on Knowledge & Experience
- Wisdom Economy
- Coaching 101 & 102
- Leadership Lifestyle
- Walking the Walk
- 3 X's of Expertise - Explore, Experiment, Experience
- Earning Trust

Module 9.3 - Communication - The Key to All Relationships

Key Topics:

- "Listen 1st" Technique
- 3 C's of Communication - Clarity, Confidence, Command
- Doctor Framing

In Week 10 the buildout begins. This is a chance to put all of your new wisdom, and past knowledge and experience into one place. Building a Signature System is the ultimate step a Coach can take in creating authority in the industry and commanding a high-ticket value.

Module 10.1 - The DaVinci Effect - Answering Your Calling

Key Topics:

- Starting with Your Story
- The Podcast 5
- The Lists
- The DaVinci Effect

Module 10.2 - Ideal Client - Internal and External Problems

Key Topics:

- Solution Provider vs Service Provider
- Ideal Client Exercise
- Market Research
- Internal vs External Problems

Module 10.3 - Offer Statement - Your Most Powerful Piece of Marketing

Key Topics:

- Clarity vs Confusion
- The 3 parts to Your Offer
- Vacation vs Plane Ride
- Imposter Syndrome

Modules 10.4 - Your Signature System - Good Coaches Have a Service, Great Coaches Have a System

Key Topics:

- What a System IS NOT
- Two Sides of Transformation: Education & Execution
- Repeatable Frameworks & Principles
- The Problem with The Coaching Model
- Once-And-For-All Systems

At the finish of Week 10, Coaches will have clearly identified their most powerful individual strengths and abilities as a Coach, and begun to niche down to an ideal target client. Coaches will also affirm the decision to make the jump from a service provider to a Solution provider, and harness the power of their own self-branded Coaching System.

Week 11 - Program Development

In Week 11 we create the blueprint and lay the foundation for your new System. You will create the Skeleton Frame for your system in both the Education and Execution side of the equation, allowing for the Case Study enrollment process to begin.

Module 11.1 - 11.4 Program Overview - The Student Becomes the Teacher

Key Topics:

- Program Vs Programming
- Enlighten - Empower - Execute
- Sample 12 Week System
- Administering The LOOK Assessment
- Exploring the LEAP Protocol
- The Gift and Curse of Accountability
- The Potential Pyramid
- The “Driver’s Seat” Accountability
- Beyond the Basics

Module 11.5 - Curriculum - Delivering the Goods

Key Topics:

- Mentorship and Alleyship
- Remembering What They Trust
- 12-Week Walkthrough

At the finish of Week 11, Coaches will laid out the curriculum for the entire system, and begun determining which content (if any) will be recorded and what will be delivered live. They will also put final touches on the Program Skeleton and begin to add their personal touches and creative flavor to the program

In Week 12 we begin building the backend systems that support the System and the business, and streamline the flow of sales and service. A coach is only as strong as his/her weakest business system.

Module 12.1 - Structure Pt 1 - The Foundation of Financial Freedom

Key Topics:

- Building a Dream Affirmative Structure
- The Promotion You Deserve
- Non-Negotiables
- Location & Legal
- Pricing Your Program
- Income Calculator

Module 12.2 - Structure Pt 2 - Putting It All Together

Key Topics:

- Efficiency & Effectiveness
- Common Killers in Coaching Model
- Content Recording and Delivery
- Video & Audio Overview

Module 12.3 - Systems - Effectiveness in the Front, Efficiency in the Back

Key Topics:

- Vision Pie Chart
- 4 S's of Systems - Sustainable, Scaleable, Staffable, Sellable
- 3 Budget Tracks
- The Essentials

Modules 12.4 - Sales 101 - The Foundation and Framework of Ethical Sales

Key Topics:

- Why They Buy (and Don't Buy)
- The Key to Selling "Hard Work"
- The Fear of Change
- 4 P's of their Prison - Problem, Pain, Plan, Priority
- 3 Checks of Trust

At the finish of Week 12, Coaches will have their own High-Ticket Coaching System ready for enrollment! As we move into Phase 3, Coaches will be actively enrolling clients as we proceed.



Phase 2 - Phase 3 - Execution - 4 Weeks

Purpose: In the final Phase of the program, Coaches will be actively seeking the clients in need of their help and enrolling into the new program. As Coaches open for enrollment, they will be learning the tools and nuances of high-ticket coaching in real time.

Process: The Sales Bootcamp is a no BS approach to selling high-ticket Coaching. The tactics and strategies presented here are the most effective way to find the people who need you the most, and enroll them in your program to fix their problems once and for all.

Payoff: By the end of Phase 3, Coaches will be actively enrolling clients in their new program and have recouped their investment on the O23 Coaching & Business Mentorship.

Phase 3 is about taking action. As Coaches set forth with their new program, we will be actively marketing and enrolling new clients. The SBC is a comprehensive approach to all things marketing and sales, down to the finest details.

Students will remain in the SBC until they have recouped their investment into our program.

Intro to Sales Bootcamp

Module 0.1 - Living the Dream - Creating the Life You Desire and Deserve

Module 0.1 - Funding the Dream - Fundraising for a Great Cause

Week 1 - Mission & Message

Module 1.1 - Tools & Tactics - The Tip of The Spear

Module 1.2 - Problems - Identifying Where They Need You Most

Module 1.3 - Offer Statement - Your Most Powerful Piece of Marketing

Week 2 - Money Mindset

Module 2.4 - The Zander Plan - Not Your Grandma's Business Plan

Module 2.5 - Money Mindset - How Do You Think About Money?

Module 2.6 - Business Mindset - Mindset of a Leader

Module 2.6 - Doctor Frame - Game Changing Framing for High-Level Coaching

Week 3 - Cold to Enrolled Pt1 - Conversation to Consultation

Module 3.7 - CEED Model - Connect, Engage, Enroll, Deliver

Module 3.8 - Lead Gen 101 - Engaging the Audience That Needs You

Module 3.9 - Connection 101 - Starting the Conversation

Module 3.10 - Engagement 101 - The 2 Things They Need To Know

Module 3.11 - Hot Market Outreach - The Ones Who Know, Like, and Trust You

Module 3.12 - In Person Lead Gen - Cold To Consultation in 5 Questions

Module 3.13 - Social Media Lead Gen - Cold To Consultation in 5 Questions

Module 3.14 - Content Creation - Creating Purposeful Content

Module 3.15 - Peacock Post - Let The World Know You're Here!

Module 3.16 - Content Batching - Go Batch Shit Crazy!

Module 3.17 - Instagram Shuffle - Stocking Your Own Pond

Week 4 - Cold to Enrolled Pt2 - Consultations That Close

Module 4.18 - Sales Calls 101 - Your First Coaching Call is the Sales Call

Module 4.19 - Clarity Call - Screening and Qualifying Your Ideal Client

Module 4.20 - Consultation - 11 Step Framework for High-Level Consultation

Module 4.21 - Objection Handling - When Selling Comes Back to Coaching

At the completion of the SBC Coaches will now have active clients enrolled in their new high-ticket program! Coaches will remain in this stage until they have demonstrated full independence of their new Coaching System and Business.