



Coach Michele Presents



Hybrid

COACHING PROGRAM



Michele Lee Ellis
Consulting, LLC



VIP Hybrid Coaching Program

The VIP Program is an in-depth 8-month experience created to support every HomeCarePreneur™ to build the business they've always wanted, increase their income, and impact their community.

Huffington Post –

“A 75% increase from previous aging generations – a growth that has fueled a greater need for elder care. In the U.S. alone, elder care is projected to be worth approximately \$400 billion by 2018, and out of the many types of available care, in-home healthcare services...”

For as long as you can remember, you've been dreaming about...

- Finding success and independence as an entrepreneur
- Building a business that gives back and helps others
- Providing great careers for people in your community
- Being the boss instead of answering to one
- Breaking free from the paycheck-to-paycheck cycle
- Earning the income, you deserve for your hard work
- Using your gifts and compassion to help others live a better life

But you've been held back from your dreams by...

- Not feeling sure of what type of business is right for you
- Feeling overwhelmed and not knowing where to get started
- A lack of support and accountability to follow your dreams
- Feeling insecure and stuck, afraid of failing
- Confusion of where to get relevant, up-to-date information to open a business

It's time to put your dreams into action and open your own Home Care Agency! There's a growing need for qualified nursing care for the elderly and disabled community, and a serious lack of agencies available to provide quality service. As a HomeCarePreneur™, you can be your own boss, achieve financial security, and provide a wonderful, much-needed service to your community!

“Not sure how to start your own Home Care Agency?”

You're not alone! With the VIP Hybrid Coaching Program, you'll get the information, resources, and the support you need to build a solid, successful agency from the ground up!

“I'm Here to Help Make Your Dreams a Reality!” – Coach Michele

I'm Coach Michele, a serial entrepreneur who, with my husband, Robert, has a mission to help families break free from the cycle of low income and career insecurity through knowledge and entrepreneurship. Together, we have built an award-winning team of expert coaches and entrepreneurs who share our mission. Our team serves others by guiding aspiring entrepreneurs in business development, entrepreneurship, and career transitioning into the multibillion-dollar industry of private duty, non-skilled home care!

What Is Home Care and Why Is It Necessary?

Home Care Agencies provide an essential service to the community, and there is a rapidly growing need for capable, well-run establishments in nearly every part of the United States. So, what is a Home Care Agency?

Home Care is non-skilled supportive care to help vulnerable people, such as the elderly or disabled, stay in their home and improve their quality of life, while providing support to the person's family or primary caregiver.

Supportive care often includes:

- Assistance with daily living activities, like eating, dressing, hygiene, and mobility
- Companionship and recreation
- Assisting with errands, appointments, and transportation
- Light home keeping tasks, such as changing bedding, vacuuming, and tidying living and sleeping areas of the home

These tasks are often carried out by a certified or licensed nursing assistant or a personal care aide. For a person to receive these needed services, a licensed agency must assess and assign personnel to meet these needs. With a population that is aging and only a move away from institutionalized care, the Home Care industry is booming, and the need for licensed agencies is GREAT.

How We Can Help!

It's true that there are a lot of steps to opening a Home Care Agency, and so many amazing entrepreneurs are overwhelmed at seeing what goes into it, and they stop before they even get started!

“We want to make sure that every person with the drive, the ambition, and the empathy to build their own agency can do so without getting stressed out, overwhelmed, or filled with anxiety.”

While a lot of what we do is provide information and resources to help you start your own Home Care Agency, that's just a small piece of the program. We want every aspiring CEO to succeed, and that doesn't just happen through information. We also consult, guide, support, mentor, motivate, and inspire along the way to your success!



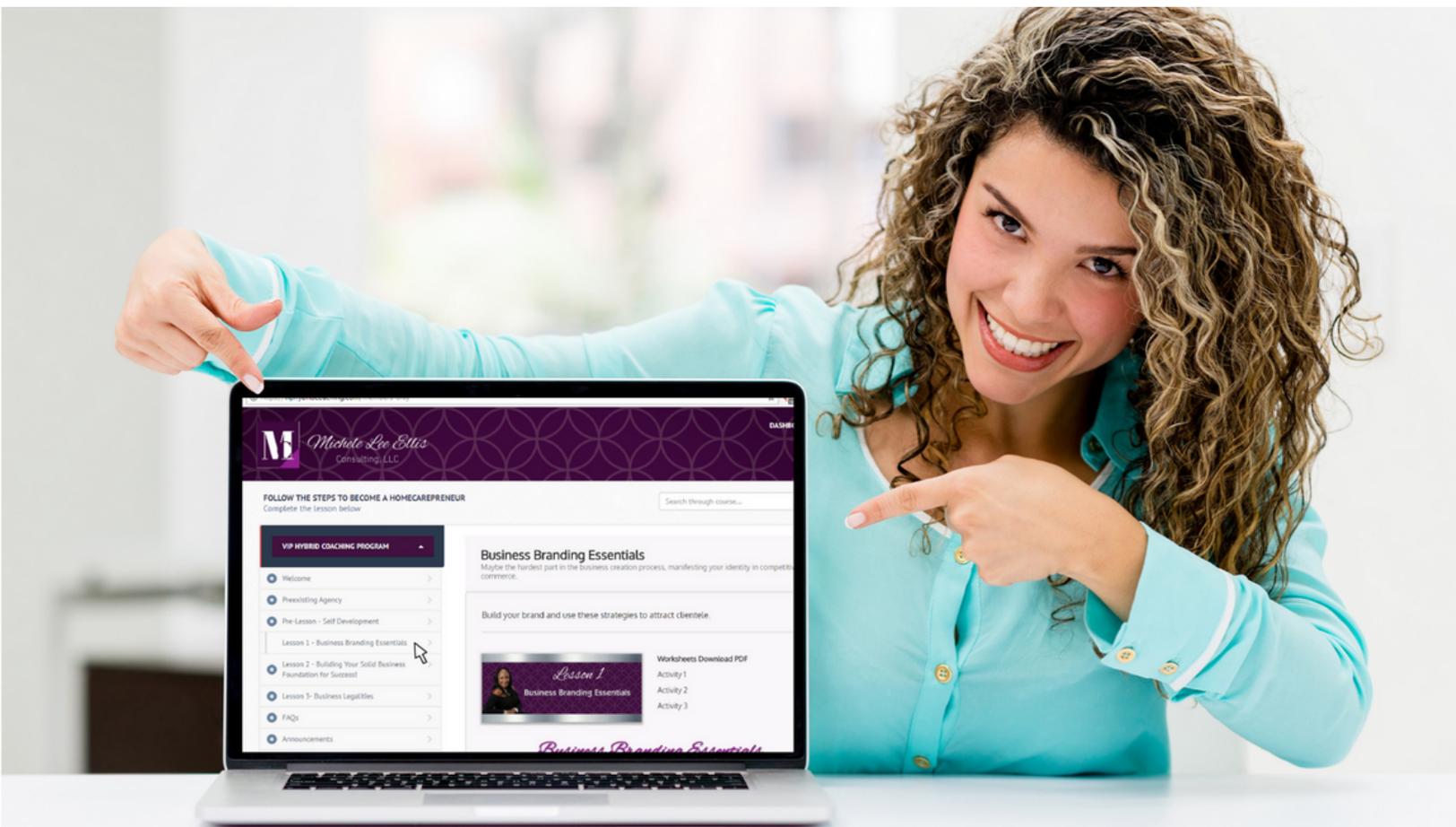
Our team understands that becoming an entrepreneur and opening your own business can be overwhelming and even scary, so we want you to know that you've got a whole team of expert entrepreneurs who have your back and are your biggest cheerleaders!

So, if you are ready to:

- Stop being an employee and start being the BOSS...
- Break free from the stress of low-income and job insecurity and build your OWN business...
- Live a life of financial freedom...
- Get unstuck from an unsatisfying life and find your purpose...
- Create a solid, stable business in a multi-billion-dollar industry...
- Provide wonderful jobs and opportunities for the people in your community...
- Provide a much-needed service and help vulnerable people enjoy a better quality of life...

HomeCareology 101: How does the VIP Hybrid Coaching Program take you from a dream to a HomeCarePreneur™?

- 8 month access to the program
- 24/7 Online VIP Hybrid Course
- In-Depth group calls featuring Q&As, strategy building, opportunities, and troubleshooting obstacles (submit your question to be answered)
- Bi-weekly personal feedback and accountability from Coach Michele or a member of the coaching team through live calls and Zoom participation where you can ask questions, explore growth, and build strategies
- Archived calls and workshops with detailed guidance on how to open and succeed in your business
- Resources, worksheets, and to-do lists to keep you on track to your goal



BONUS Success File Cabinet – Get access to the team toolbox that has our resources, forms, and templates that we use for our day-to-day operations!

The VIP Hybrid Coaching Program starts at the very beginning of what it takes to build a thriving Home Care Agency, and together, we go step-by-step through the process. No overwhelming feeling, no worrying or wondering what to do next, and if you get off-track, you have me and my fantastic team to help you on your journey!

Each week has a new module that breaks down the topic into easy-to-follow, bite-sized pieces of information and tasks to go with it.

Before we dive into turning you into a HomeCarePreneur™, we start off with a few Getting Started Lessons:

Prep-Lesson 1: Self Development

- We discuss self-awareness and changing your mindset to get you in the entrepreneur frame of mind. We are working on boosting confidence and taking on a “Can Do” attitude.
- (Home Care Library Page) We’re going into in-depth information about the Home Care industry, including definitions, the difference between non-skilled and skilled nursing, look at statistics, and even dig into the developing research about the industry.
- With our new mindset and a good grasp of the Home Care Industry, it's time to jump into our core lessons!

Lesson One: Business Branding Essentials

- Choosing a name for your agency
- Creating and reserving a domain identity
- Developing a color scheme
- Designing a logo
- Trademark and service mark
- Crafting your Mission & Vision Statement

BONUS: Branding Extended!

- Font Style
- Setting your agency apart
- Personal presentation & representing your brand

Lesson Two: Business Legalities

- Getting your Employer Identification Number and National Provider Number
- Local business licensing
- Business banking
- Knowing business insurance
- Local, State, & Federal tax identifiers

Lesson Three: Building Your Solid Business Foundation for Success

- Financial analysis
- Determining your ideal client
- Service solutions
- Territory analysis and choosing your office location
- Drawing up a business plan
- Establishing your company legal entity

State Licensing and General Policies & Procedures

- How to apply for your state license
- Business policies and procedures
- BONUS: Website 101 (everything you need to know about starting a website and improving the one you have)



Lesson Four: Administrative Systems

- Setting up your office
- Creating a filing system
- Email management
- Software for your business
- Getting paperwork and forms together
- BONUS: Behind the Scenes of Home Care Ownership

Lesson Five: Staffing

- Understanding and conducting payroll
- Understanding labor laws
- What is On-Boarding?
- Creating a call-out policy
- Training your caregivers & managing credentials
- Keeping employee records
- Understanding human resources
- Employee software



Actual VIP Hybrid Coaching Session

Lesson Six: Clients

- Understanding software for clients
- All about Invoicing
- Accounts receivable
- Client record system and intake process
- Compliance with laws and regulations
- Creating service plans

Lesson Seven: Marketing

- Marketing to professional referral sources
- Generating email campaigns and building subscriber lists
- Keeping clients coming in...

Bonus Lesson: Building Relationships

- Applying for insurance
- Feeling stuck with marketing and referrals
- Visiting professional referral sources
- Expanding your service area



Investing in this program has never been easier and more affordable. These new payment options are currently available to individuals who want to start a home care agency in these particular states. Our new investment options will make it possible to start today.

NEW payment options are available in:

**Alabama, Arizona, California, Connecticut,
Florida (excluding nurse registry), Illinois, Indiana, Kansas,
Louisiana, Massachusetts, Michigan, Missouri, Mississippi, North
Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas**

**Visit our website to see participating states and
speak to a Representative for pricing**

Investment Options

Option 1:

1X payment = \$4,500

No state licensing payment time restrictions

Continued Access \$197 per month

Option 2:

\$2,000 Down, (6) \$500 monthly payments = \$5,000

state licensing assistance available after 2nd payment

Continued Access \$197 per month

Option 3:

\$800 Down, (6) \$800 monthly payments = \$5,600

state licensing assistance available after 3rd payment

Continued Access \$197 per month

Speak to a representative... 888-462-8885

Hear what our clients have to say about the program...

J.F. Kemokai

When I decided to grow my existing business by adding Private Duty Care, there was so much information to navigate through, that I decided I needed someone to help me figure it all out. I consulted with several different coaches and ultimately decided to sign up with Coach Michele. That was the best business decision I have made in a long time! Not only is Coach Michele extremely knowledgeable about the home care industry, but she's kind, compassionate and very generous with her time and resources -- she's a mentor and spiritual coach. She made the process so seamless for me. I cannot adequately put into words how much I appreciate her and her team. I have recommended her to all of my friends and family who are interested in being a part of the dynamic home care industry. Anyone who is serious about getting into home care or growing their business should definitely sign up with Coach Michele's VIP program!!! Thank you so much Coach for helping me get on track to living my dreams!!!

Natalie Acosta

Coach Michele VIP program was worth every penny since Day 1! My husband researched other companies and wanted to go with a thrust worthy company. After researching other companies, I knew I wanted to go with Coach Michele, but my husband was still at ease. But like always, I was right. Coach Michele is full of knowledge and does not hold back any information that can possibly help with your success. I was scared and overwhelmed before i decided to give the VIP program a chance and now I look back 2 months later and realize it wasn't too bad. I have advanced so much in just 2 months, thanks to the accountability, homecarepreneur community and guidance from Coach Michele. I feel confident that I will have a successful business thanks to the guidance of this program. Of course, we are doing the work (it's your business, your baby), but the best part is that you are not alone!

Jaquitta Parsons

I am so proud and thankful to be a VIP Client of Coach Michele. No matter what stage of business you are in Coach Michele will get you where you need to be as long as you put in the work. She always gives her best at making sure we (her clients) have all we need to be successful. Her professionalism is above and beyond what I have experienced in my past with consultants. She is the best at what she does! You will be very pleased with her services.

Chotsani Fegan

I always wanted to start my own Home care Business but did not where to start and what steps to take. I did my research online and found Coach Michele. Coach Michele has been wonderful. I am so thankful I became one of her VIP 1 on 1 clients. She has so much wealth of information on how to run a successful business not only Home Care but other types of business. She is caring, loving, supportive and wants to see all her Clients win and be successful. I love that she is authentic, real, and does not sugar-coat anything. Coach Michele has been with me every step of the way with business and is there for me when I need her, which is comforting. I would recommend Coach Michele to anyone who is need of consulting. Thank you, Coach Michele, for all your help and guidance words can't express how much you mean to me.

Thea Zeppone

How can I start with Coach Michele, she is the most caring, loving and driven lady I know? Meeting her has brought so much joy with myself and my business. I joined her VIP program, she not only makes me feel like a VIP. lol, her drive for you to exceed to the top is genuinely from the heart. When I met this amazing lady money couldn't pay for all the knowledge she instilled into me. I'm truly bless to have her in my life as a coach and friend.

Jemeisha Mowatt

There are so many wonderful things I can say about coach Michele that I will have to put it in a book to explain it all. Going through the process of starting a home care business is a long and tedious process and without her it would have been very difficult and much longer. The thing I love about coach is that she has a beautiful spirit, wonderful personality and she do what she says she's going to do and more. She wants to see you succeed and she do everything possible to push you in that direction. Trust and believe if you are hesitant in deciding on choosing her as a coach. Don't think twice! Say yes and you won't regret it!

Kibibi Sellers

From the first phone conversation Coach Michele and I had, I knew she was the one I wanted to help me start and grow my Home Care Business. Coach Michele is not only dedicated, trustworthy, and honest but she is very passionate at what she does. Her knowledge coupled with her vibrant personality has been such a blessing to me and my business. We have literally laughed and cried together. Thank you for all that you do for your clients. Your service is priceless!

Kisha Foster

Coach Michele has been a tremendous resource in building my home care business. I followed her postings on YouTube, Facebook, etc. before committing to services because I wanted to make sure that she was a good fit for me. I wish that I had done it sooner! The quality of the information that she provides is invaluable. Coach Michele and her team not only coach you on the home care industry but general business and overall mindset as well. So glad I made the investment. Well worth it!

Tonya Nash

Having Coach Michele behind me is my blessing. I gave her 5 stars, but I would give her 5 +++++ she's been a wonderful coach not only a coach, but she's also became part of my family. She goes above and beyond for all her clients as she would call us her (tribes) she made a tremendous impact in my family's life and my business. I Love you Coach♥♥

Shakeira Wright

Coach Michele is the best thing that could have come into my life when I was ready to make a change. She gives you more than the average, and she is very supportive. She is straight forward and she will guide you in the right direction. I'm so happy that she is my Coach.

Linda Cooks

I met Coach Michele on YouTube last year I was so inspired by her knowledge with the homecare industry. I knew then that she was the person that I needed in my life. So, I start following her going to different events that she hosted and each one was very informative. if you want to start a private duty home care business I highly recommend Coach Michele she knows her stuff. Coach Michele I just want to say thank you for everything that you do for your VIP clients we love you dearly.

Tracy Brinkley

I had the pleasure of speaking with Coach Michele today, who enlightened me about life and business. In just a short amount of time, I have learned how to attract the good and look for greatness in my life and business. Anyone interested, she is a wealth of knowledge willing to share. See you in April 2019!

See more by Googling Coach Michele Reviews....