

HealthPreneur[®] VISION 2025

healthpreneurgroup.com

HealthPreneur® VISION 2025

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IMPACT

It's the beginning of 2025 and Healthpreneur moves forward with purpose, eagerness, and clarity on our path to helping 1 billion people transform their lives. We are so blessed to help so many health entrepreneurs turn their dreams into a reality in the service of others. We have now closely worked with and transformed the businesses (and lives) of more than 10,000 health professionals and coaches, helping them earn total financial freedom and helping them live a life they absolutely love.

We are intentional and clear in all that we do and we never compromise our long-term objectives for short term gains. We are a principle-based company that operates with a high level of integrity and care in all that we do. We strive for excellence and always do our best. We are growth oriented and we are a product of our own product - great coaching that leads to transformation. And we understand that no individual is greater than the synergistic magic of our team.

Nothing we do is small. Everything is launched at scale for maximum reach and impact. Thus, we are very strategic and "picky" about the projects we choose to pursue and bring to life because we understand the dangers of dilution and complexity as we scale.

We have become a household name not just in the health community but in the entrepreneurship community at large and even though our work primarily helps health entrepreneurs, everything we do, in some way shape or form, moves us towards our vision of creating a world where every man, woman, and child has the opportunity to become the healthiest and best version of themselves so that they can wake up each day with purpose, contribute through meaningful work that feels like play, and live freely and abundantly.



OUR CLIENTS' TRANSFORMATION

Everything we do is built to help our clients succeed. This is our North Star. The more they succeed, the more we do. We don't care about arbitrary awards and accolades like being #1 in the industry or being one of the fastest growing companies. We only care about being #1 in our clients' hearts.

Every day, the clients we help wake up with a sense of purpose because they love what they do. They are financially free to do what they want. They have the time freedom to be present with their family. They are able to be with their family in the morning and always together for dinner at the end of day. They are able to travel several times each year and create magical memories. All of which are possible because of the great business they've built with our help.

Our clients don't just come to us for information and strategy. More than anything, they choose us,

get great results, and stay with us for years because of the transformational coaching and support we provide and the fundamental business and leadership skills we help them develop.

Our clients contribute in ways that improve peoples' lives and they have no goal of retiring because their work feels like play, and they are fulfilled by the contribution they are making. They are inspiring luminaries for their friends, families, and colleagues.

Our clients are game changers in their respective fields and often sought-out for interviews, podcasts, and speaking engagements. Collectively, we are impacting hundreds of millions of peoples' lives for the better. We are helping people every day out of suffering, to better health, and financial freedom.

OUR CORE VALUES

Speed is King

Getting things done quickly is more important than doing them perfectly. By moving quickly, we expedite our learning and fast track our success.

Owner-Like Commitment

We are dedicated to doing great work and going above and beyond because the business' success (and that of our clients) is our success.

Driven to Grow

We are voracious learners and we love a good challenge because it brings out our innate desire to grow and become our best.

Virtuous Character

We are honest, transparent, and never compromise our integrity because we hold ourselves to high moral standards.

OUR COACHING PROGRAMS



HEALTH BUSINESS ACCELERATOR™

Over the past 8 years (since 2006), our HBA program has transformed the businesses and lives of more than 10,000 clients - all health professionals and coaches. Because we provide a simple and proven business model and focus on skill development in the areas of marketing and sales, our clients are able to attract all the clients they can handle before having to scale their team and operations (which is where our Luminaries Mastermind comes into play).

Since we have become so good at what we do, we are able to help the complete newbie in business as well as the more seasoned practitioners get fast (and big) results in their virtual practice. This allows us to reach more people instead of solely being able to help those that are already further ahead in business.

We continue to favour character traits over business experience when selecting the clients we work with. We look for clients who have **PASSION** for what they do and a **BELIEF** that they can make a dent in their world.

We only work with those health professionals and coaches who have **CONFIDENCE** in their ability to make

a marked difference in someone's life, have the **COURAGE** to move through fear, and have the **COMMITMENT** to building a great business and creating massive impact - no matter how many bumps they encounter along the way.

Without exception, every single one of our clients becomes a better person and more valuable business owner with our help. That's because we focus on building skills that fundamentally improve their **MINDSET**, **MARKETING**, **SALESMANSHIP**, and **LEADERSHIP**.

Our clients love working with us and consider themselves "lifers". We bring them so much value, provide an inspiring community, and truly care about them. They feel loved, supported, and constantly challenged to raise their standards and become even better. They know they can't get this coaching and support anywhere else and happily continue working with us for many years (either in HBA or ascending into our Luminaries Mastermind).

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THE LUMINARIES A HEALTHPRENEUR MASTERMIND

This is the only mastermind of its kind for online health professionals and coaches who want to create a virtual business that leaves a lasting legacy. With our epic CONTENT, highly-engaged and high level COMMUNITY, and the strategic COACHING we provide, the mastermind is the natural next step all of our HBA clients want to take as they grow from 6- to 7-figures (and beyond).

We have 200 active, highly-engaged members who contribute so much value in the FB group, on calls, and through personal connection that our job of coaching/mentoring them is an absolute joy. It feels like a second family for our team and for our clients. We love hanging with our clients because they are great people, we learn a ton from them, and we have fun together. They are growing so rapidly and it's amazing to see their business growth each month.

Our clients stay with us for at least 3 years (or more) because of how much value we bring to the table and because of the high level community they're immersed in. We provide high level leadership training to help these entrepreneurs grow big while enjoying the ride.

And since growing their teams is an integral part of this journey, we not only coach the business leader but provide the coaching, resources, and training to help their respective teams with the very systems and processes that have helped us build an incredible company culture that has allowed us to scale to more than \$50M in revenue.

Each year, the hundreds of members we have in the

mastermind come together for TWO "in-person" events for accelerated growth and connection. Our Luminaries learn from and get access to world-class experts each month in our various training sessions, giving them unparalleled access to thought-leaders and business owners whose wisdom can help catapult our clients' business to new heights.

Each year, we also organize a 1-week tropical getaway for the mastermind where they can come to escape, play, and connect in a more relaxed, non-business environment. We plan team building activities and other experiences that create lasting memories and forge friendships. These trips have become the cornerstone for deep and meaningful relationships among our members.

Aside from our in-person events, the Luminaries connect monthly for a "virtual" mastermind where new tactics, strategies, and lessons are shared by various members and industry experts. These virtual sessions also allow our members to connect in their "pods" to share wins, get support where needed, and report their monthly numbers. These monthly masterminds are so valuable that members have them etched in their calendars, never to be missed.

Combined, our HBA and Luminaries clients have now helped more than 10 million people to better health and their businesses have generated more than \$1 BILLION in collective revenue (an average annual revenue of \$100,000 per Healthpreneur® client), while allowing them to enjoy an incredible quality of life in the process.

CHANNELS OF IMPACT

MARKETING

Our marketing is everywhere. 24/7, 365 days per year, our perfect clients see our ads on Facebook, Youtube, and Google. We eagerly test concepts that are out-of-the-box so that we stand out and grab attention in new and exciting ways. We spend a tremendous amount of money on advertising because we understand the value of being omnipresent and because we see healthy ROIs from all of our ad spend. We track everything like a hawk and always know with 100% accuracy where every new sale comes from. The more we invest in ads, the more our business grows, and the more people we can help.

As heavily as we invest in ads, most of our clients now come from organic and social content. We have more than 200,000 highly-engaged subscribers on our Youtube and Instagram channels and more than 2 million followers on TikTok.

People love our content because of how helpful it is and because we always tell the truth - even if it's hard to hear. We aren't afraid to be polarizing with our content because of how firmly we believe in our philosophy on business and life. Our marketing team obsesses about the nuances that underpin winning content so that we "formulaically" create content that is more likely to go viral.

We have the most valuable email newsletter for health professionals and coaches and send out 3-4 emails per week to our email list of more than 100,000 people. They can't wait to see our emails in their inbox because they provide an entertaining escape from their busy lives and show them what's possible for their business and life.

OUR BRAND

Healthpreneur® is becoming a household name within our industry, even amongst professional schools and certifying bodies. When health professionals and coaches think of growing a virtual practice, they immediately think of us. We are the "premium" brand in the industry and continue to be the best solution for those who see that the future of healthcare and coaching is online.

We run our own race. We don't compare ourselves to anyone. We don't play for short term wins. We build for lasting legacy. We obsess about our clients, not the competition, which is why we are always ahead of the curve with new innovations that help us create a category of one.

When people think of Healthpreneur® they immediately think of expertise, quality, integrity, unparalleled support, and transformational results. In short, we are competent and we really care.

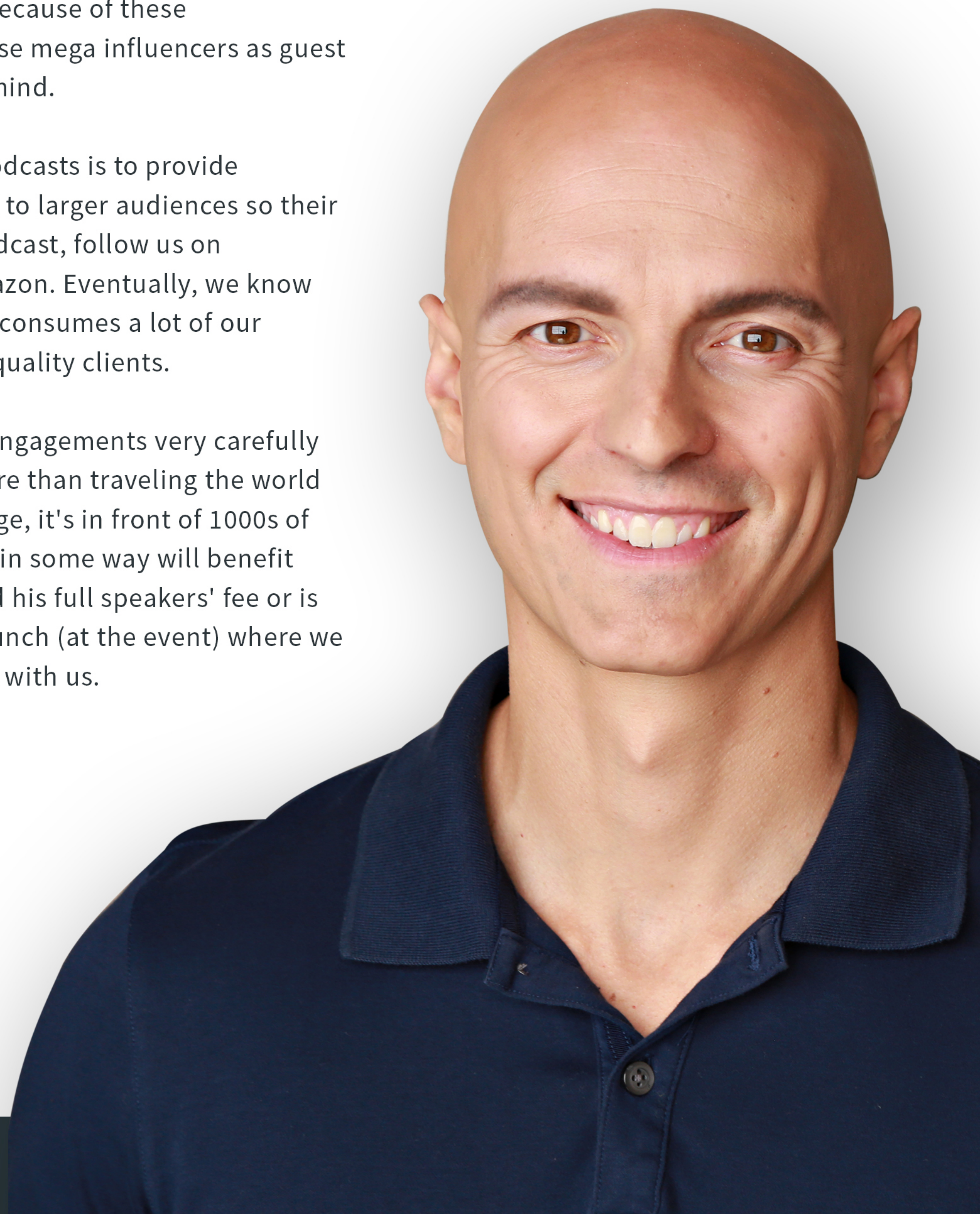


SPEAKING

Yuri's inspiring and no BS thoughts and ideas have permeated the entrepreneurial world and he's been invited to speak on the biggest podcasts like the Ed Mylett show, The Passionate Few, Impact Theory, the Tim Ferriss Show, Harvard Business Review, and many others. At the same time, because of these relationships, we're able to invite these mega influencers as guest speakers into our Luminaries Mastermind.

The purpose of Yuri being on other podcasts is to provide immense value and expose our brand to larger audiences so their listeners, in turn, subscribe to our podcast, follow us on Instagram, and buy our books on Amazon. Eventually, we know that growing a following that eagerly consumes a lot of our content will generate a flood of high quality clients.

Yuri chooses his in-person speaking engagements very carefully as he values being with his family more than traveling the world speaking. When he does speak on stage, it's in front of 1000s of people who are our perfect clients or in some way will benefit from our message. He either gets paid his full speakers' fee or is able to invite attendees to a private lunch (at the event) where we are able to discuss next steps to work with us.



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YOUTUBE & THE HEALTHPRENEUR SHOW PODCAST

Our Youtube channel now has more than 200,000 subscribers and our audience tunes in 3 times per week to get the latest lessons to help themselves and their business grow. The channel is very simple - Yuri, on camera, teaching. No interviews, no hypey nonsense. Just thoughtful, inspiring, and useful content. Some of our videos are “consult” style where Yuri brings on a guest and consults on their business, demonstrating to our viewers/listeners what it would be like to have our coaching.

We dominate all of the main keywords for our niche (with several videos at the top of Youtube search for each one). We also rank for competitive searches like motivation, inspiration, marketing, and sales. As such, Youtube has become a major and consistent of new clients for our business.

We have been very intentional to rank for keywords and make the bulk of our videos instructional to grow our following before experimenting with VLOG or lifestyle-type videos. However, the latter is a prominent strategy moving forward to more deeply connect our audience to Yuri and the Healthpreneur® brand.

To make our content production as seamless as possible, all Youtube videos are then repurposed as audio episodes for our Healthpreneur Show podcast 3 times per week. We rarely bring guests on our podcast, we’d rather these experts be featured as guests inside our Luminaries Mastermind. Our podcast isn’t built for massive downloads or even massive lead generation. It’s to add even further value to the people already in our community who need to hear our stuff 100x before they’re ready to work with us.

PROFESSIONAL AFFILIATIONS

We have built relationships with the most prominent health schools and certifying bodies so that we are the next step for helping their grads turn their expertise into a thriving business online. That way, they don’t spend the next decade of their lives drowning in school debt without a clue of how to run a business profitably.

We have built an ambassador program where we have 100s of “raving fans” (both clients and non-clients) who actively promote Healthpreneur on their social platforms and across their networks. We hear the following all the time, *“I’ve seen your helpful content everywhere and I was just talking about how amazing Healthpreneur is. I figured I’d reach out to see how you can help me grow my business.”*



OUR TEAM

Our people are our competitive advantage. Our team members are outstanding– they feel valued, have crystal clear roles and goals for their position, and a well-defined career plan.

Our team is composed only of A-players who are the best at what they do with proven track records of success. But we hire people who are, first, amazing cultural fits with an insatiable desire to learn and grow. They bring tremendous value, expertise, speed, and leadership to our team, yet they are always willing to learn and get better. I am continually wowed by our team members as they produce high quality work and execute at levels beyond my expectations.



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COACHING TEAM

We have the best technical experts and coaches specializing in copywriting, webinars, Facebook ads, funnels and integrations. Our Client Success Managers are next level strategies who hold our clients accountable to their goals and help them move through challenges with speed and support. They are masters at having difficult conversations, being firm yet compassionate, and helping our clients become the best they can be. Our coaching staff goes above and beyond to support our clients and help them win faster and bigger because they care about our clients.



MARKETING TEAM

Our marketing team is composed of marketing geniuses! Creatives, direct response marketers, and natural promoters with a high level of proven wins, emotional intelligence, and strategic/tactical expertise. They are excellent at copywriting, coming up with show-stopping ideas, building high-converting funnels, and proactive in daily outreach to influencers and collaborators.

Our content and social marketing team is amazing at finding the big ideas from our long form content and leveraging/repurposing them into shorter formats that can be syndicated on all of our social channels. Our video content not only dominates every keyword for our niche but it also ranks at the top of Youtube for the most competitive keywords like marketing, online marketing, and motivation. We have grown our Youtube and Instagram followings to more than 200,000 subscribers and we have more than 2 million followers on TikTok. We drive so much new business from our content and social media efforts that we could turn off our ad campaigns, if we wanted, with minimal effect on our business growth. Yet, we love advertising and continue to see a consistent 10-to-1 return (or better within 6 months) at very high 6-figure per month ad spends.

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ENROLLMENT TEAM

Our enrollment team is a tight-knit, collaborative, and competitive group of consultative experts. They are experts in our product and great coaches, helping prospects get to their truth and make the right decision for themselves, which is often to work with us. We have a well-oiled sales process so that prospects feel heard, coached, and challenged...but never manipulated.

We follow up but we never chase people because we know we are the prize. The right prospects know that working with us is the smartest and the right decision. Our enrollment coaches act like gatekeepers ensuring only the best fit people are allowed to work with us. Our sales team trains every single day to become the best they can be and effectively handle any conversation or objection they encounter with ease and flow.

Everyone in our company has the opportunity to grow and advance as we put a heavy emphasis on self-directed training and weekly coaching/mentorship to help each of our team members become even better at what they do.

Every team member spends at least 1 hour every day learning or training to improve in their role. Each month, we assemble for departmental masterminds where everyone has a chance to teach the rest of the team something they've learned over the past month.

Our company has a flawless reputation and we have a constant pipeline of incredible talent lined up to work with us. Many of them are willing to leave existing jobs or businesses to work with us. Some, even willing to start working as apprentices until a more dire need is reached for them to work full time.

All of our team members become better humans and skill up tremendously in working with us. Even though we are 100% virtual, we have an extremely low turnover rate and when we do part ways with anyone it is always on good terms and they are grateful for how much they have grown in working with us.

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LEADERSHIP TEAM

We have a world-class executive leadership team that drives our company forward. They are incredible leaders who have either grown into their roles or have been hired directly with a tremendous amount of experience and proven track records. They are our top performers who are growth-oriented, strategic, committed to our vision, and great at relating to and caring for the people on their teams. They inspire their respective teams, keep them accountable to set goals, and take owner-like pride in making their departments produce the best possible results.

Our leaders spend 50% of their time supporting and coaching their direct reports and are always thinking about how they can help elevate them. Our leaders are focused on executing our business strategy, providing appropriate training and mentoring to their team, improving our systems, and continually ensuring our cultural values and principles are espoused.

Everyone on our team operates in their zone of genius and we don't micromanage because we don't need to do. We are all self-starters who hold each other accountable to the commitments we make. We get along well, trust one another, and feel safe debating about what's best for the company. We always do what's best to maintain our reputation and move our vision forward and we never compromise our core values, integrity, and principles for short-term gain.

As close-knit as we are, we are a high-performance team, not a family. Thus, low performers or cultural mismatches don't stick around very long. We are a meritocracy and a performance-driven culture where the most committed and highest performers are rewarded appropriately. There is no room for nepotism, favoritism, entitlement, laziness, or even seniority-based promotions.



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COMMUNICATION & MEETING RHYTHMS

Our team is completely virtual and we have built a tight-knit, high performance, and trusting culture that many outsiders can't believe is possible to achieve remotely. We've done so by ensuring transparency across all levels of our company so that every team member is clear on our vision, core values, guiding principles, and goals.

We meet as a company in our Weekly Sync, then each team Leader hosts a departmental huddle each week. Every team member has a 1-on-1 with their direct report each week and we have daily and weekly accountability measures in place that help everyone stay on track. We also gather in person at least once per year at our Healthpreneur® LIVE and offer the opportunity for team members to join us for company retreats and planning meetings.

At all times, every single person on our team knows exactly where the company is headed and what we're focused on daily, weekly, and monthly. There are no blindspots. We encourage radical transparency and absolute trust. Issues are brought to surface, discussed, and resolved. We laugh, cry, and celebrate together. And we've created a culture where radical honesty and difficult conversations are rewarded, not punished. As a result, everyone on our team feels important, no matter their position, and they feel safe to voice what's on their mind.



BUSINESS REVENUE

Our business has exceeded annual revenues of more than \$50 million dollars and we are very profitable at more than 40% net profit.

Our team is very well paid and our top performers are paid higher than the industry norms. Yet we are not wasteful with inflated salaries. Instead, our team is compensated mostly based on their contributions to the company's growth, profitability, and our clients' success. This is furthered by a robust profit sharing program that rewards our entire team for our collective growth. Our business' financial success has enabled our executive leadership team (and most of our top performers) to earn substantial yearly incomes that have enabled them to live a beautiful quality of life and make many of their biggest dreams a reality.



EXECUTIVE SUMMARY

OUR MISSION

To help health entrepreneurs make their dreams happen in the service of others.

OUR LEGACY MISSION

To help driven health practitioners and coaches whose businesses aren't growing fast enough and who want to impact more lives, earn a lot more, and live life on their terms by creating predictable systems, frameworks, and processes to help them get more clients and scale their businesses online.

The change we want to make is that health professionals stand in their power, earn what they're worth, and build smarter, more profitable businesses that transform more peoples' lives and leave a lasting legacy.

Our mission is to help 1 BILLION people improve the quality of their lives and health and we will accomplish this goal by working closely with the practitioners and coaches to help them build better virtual businesses that can reach and transform more people.

We know that we are successful when our clients have the financial means, freedom, and fulfillment to live and contribute in a bigger way by helping hundreds, if not thousands, of them create multi-million dollar companies that are changing the world.



OUR WHY

To create a world where every man, woman, and child has the opportunity to become the healthiest and best version of themselves so that they can wake up each day with purpose, contribute through meaningful work that feels like play, and live freely and abundantly.

