higherLEVEL
STRATEGIES

*Coaching Quick Start
& Reference Guide*

WELCOME!

We want you to think of this document as your "quick start guide". You now have access to A LOT of tools and training material and we know it can be very confusing but DON'T FREAK OUT! We created this document so that you could have a clear understanding of all your new stuff AND so you know exactly where to start. This will also serve as a reference for finding your login pages and access details so **keep this document handy.** Save it, bookmark it, print it, frame it!

First, a word of advice… don't fall victim to "Analysis Paralysis". Your first order of business should be to MAKE A BUSINESS PLAN. Don't think you have to "know everything" before you start anything. Tools are just just toys without a business plan. Sit down with a pen and paper, write down some goals for yourself and reverse engineer a plan to get there. It doesn't have to be perfect, you will adjust it as you go. (BTW… we've done lots of training on how to make a business plan, see resource list at the bottom*)

Okay, now that that's out of the way let me explain in detail what you've got here so you can start putting it to good use. Know that there is no "perfect order" to use these products in because they are tools and it depends on your individual business plans. However, once you start using one it's important that you be consistent and follow the instructions inside. In other words, don't jump around and try to absorb modules out of order.

Our online income can be split into three categories, 40% is vendor income, 30% is affiliate income, and the other 30% is miscellaneous (i.e. live events, joint ventures, coaching, webinars, etc.) Our coaching is strategically divided into 3 key areas.

1. [Mentorship](#)
2. [Digital Product Creation & Launching](#)
3. [Affiliate Marketing](#)

Depending on the coaching package that you purchased you may have access to just one or to all of these key areas. Each area has its corresponding website(s) and/or tools. Your login details for the programs that you purchased are provided in yellow boxes below in their respective sections.

Please take the time to read this entire guide so that you can better understand what you have available to you and where you can access it all.

MENTORSHIP

Mentorship is provided through our Inner Circle Program. You get 6 specific things on a yearly basis as an Inner Circle member. The core of this program is personal interaction with us throughout the year, on the phone (using the Voxer app), at live events, on webinars and even at our home in Orlando FL.

1. **Direct Smart Phone Access** - Contact Omar or Melinda anytime using the Voxer app (voice or text) *This is best done by downloading the Voxer app onto your smartphone and adding us as a contact. Instructions can be found in the IC members area. Communications should be concise and related to your business.*

2. **6 Hour Monthly Immersion** - Live monthly group training to get help & see a "behind the scenes" look at online business. *This is a webinar that happens once per month. A new date and time is announced each month, participation is encouraged but optional. You can ask questions and interact with us live as we take you behind the scenes of our business.*

3. **The Live Workshop** - Live collaborative workshop in Orlando FL, includes a cookout at the Martin Mansion. *We rent a conference room at a hotel and we set up our video equipment. The day is spent creating a product and you get to be in the live audience. This is a small intimate group of IC members and lunch is on us. We usually "piggy back" the workshop to a big event so that you get the most from your travel time. During this time we also do a cookout at our home in Orlando, we hire a shuttle bus to bring the group to and from the hotel for our cookout.*

4. **VIP Networking At Live Events** - Get red carpet treatment and strategic introductions to internet millionaires. *This takes place at various events around the country that we may chose to attend. (usually 3 per year) We do dinners, outings and other super cool VIP stuff with the event hosts, speakers and other prominent industry figures that may be in attendance. When you are with us, we cover the tab for drinks, dinners etc.*

5. **Product Promotion Partnership** - We team up to promote your product or an affiliate offer. *This can be done at anytime during the year so there's no rush. If you have created a product that our list will love then we'll promote it. If you're launching a product then we'll email our affiliates about it too. If you don't have a product of your own then we'll promote an affiliate product together with you (you make the bonus page and we'll send the traffic) profits get split 50/50 directly in JVZoo.*

6. **Access To Most HLS Products** - Lifetime access to almost all of our products and various partner products as well (excludes high ticket consulting products and tools) *This includes our existing products as well as anything new that we launch this year. The idea here is to save you money, not to overwhelm you with a bunch of stuff. Anything you need, just ask for it. Instructions are in the members area.*

The Inner Circle program has its own membership website that you can log into. The IC members area serves as a place for you to get our contact details and information on upcoming live events, meetups, and Immersion webinars. The IC membership site also has an archive of presentations that were

recorded during prior immersion sessions. Inner Circle also has a Facebook group where we post occasional announcements and other pertinent info.

Inner Circle gives you the part of Internet Marketing that no digital product or training course can give you, the HUMAN PART. The personal coaching, the interaction, the introductions, the community, the friendships. There is no Inner Circle "course" or modules to complete, Inner Circle is about personal "access" to us, to our partners, and to other like minded members. IC is about interacting and forming business relationships with people that will play key roles in your online business.

> INNER CIRCLE LOGIN PAGE: www.HLSInnerCircle.com/home
> YOUR INNER CIRCLE USERNAME: ALREADY SENT TO YOU VIA EMAIL
> YOUR INNER CIRCLE PASSWORD: ALREADY SENT TO YOU VIA EMAIL
>
> If you have any trouble logging in you can try to rest your password right on the login form or you can contact us on the help desk.

PRODUCT CREATION & LAUNCHING **LAUNCH🚀PAD**

Digital Product Creation & Launching is taught in our Launchpad Classroom.

LaunchPad is a step by step course on how to create and launch digital products. The entire class is taught in a membership site which is divided into 5 modules. Each of the modules contains 5 video lessons and all the resources you need can be found beneath each video.

Step By Step Process Videos - LaunchPad is unique because instead of teaching theory it actually demonstrates the exact process. In the LaunchPad course you will witness how Omar creates and launches a product right in front of your eyes. From visualizing the concept to launching the product on JVZoo, you'll learn every step along the way. Each module lesson has a video, resources, templates, cheat sheets, checklists and even additional breakaway videos for extra help with certain tasks.

Classroom Style Learning - We treat this course like an actual school. This means that you can't get to the next grade until you pass the one you're in. And by "passing" we mean demonstrating that you've done the work proficiently. Each module comes with a summary and checklist that you have to complete and submit for review. Once you pass we'll open up the next module for you.

No one gets full access to this from day one, and no one is allowed to "skip modules" regardless of how much you "think" you know. Just like in college you couldn't tell the professor how to run the class, it's our way or the highway with LaunchPad. This teaching method guarantees that you'll end up with a product that's ready for launch and ready for us and our affiliates to promote.

Dedicated Help & Support - If you need help or have questions along the way you can use your "Timeline" to get assistance from our team. Timeline is a private helpdesk for launchpad students only where we keep track of your individual progress. LaunchPad members can also attend a monthly group call for Q & A.

One Full Year To Complete - The Launch Pad course was designed to be completed in 4-6 weeks, (so basically 1 module per week). This takes into account that you can invest 3-5 hours per day, but there is absolutely no rush. You have an entire YEAR to get it done so take it at your own pace. Just remember… I'm not a cheerleader, or a psychiatrist or a marriage counselor. We're here to help you and coach you but NOT to build it for you. I won't be waking you up every morning and reminding you to get dressed and work on your business. You have to be self motivated to succeed in any business.

Affiliate Recruitment & Promotion - Once you're product and website are done and they meet our standards we're gonna set a launch date and bring the heat! We'll be promoting your product to our entire list of customers. We KNOW it will convert into a lot of sales for you because we've been making sure of that throughout your entire creation process! We'll also mail all of our affiliates and tell them about your launch. We'll send them to your "jv page" and encourage them to promote your launch as well.

> LAUNCH PAD LOGIN PAGE: www.HLSInnerCircle.com/home
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> If you have any trouble logging in you can try to rest your password right on the login form or you can contact us on the help desk.

AFFILIATE MARKETING

Affiliate Marketing is taught and facilitated with our Automated Commission Enterprise.

The ACE program is a self contained ecosystem of affiliate marketing designed to take all the heavy lifting out of your way and make it easy to promote products and make commissions. ACE has its own members area which contains all of your promotion material and instructions. This is cutting edge and evolving platform to which we continue adding products and content.

1. **Instant Affiliate Approval & 100% Commissions** - As part of ACE you are instantly approved to promote all of our core products and you get 100% commissions on any sales that you refer to those products. You get a custom link for promoting each product (the link is specifically coded to YOU) and all clicks and sales are tracked and displayed on the portal page inside the ACE members area. Commissions are paid every month via JVZoo & PayPal.

2. **High Converting Lead Pages** - When a prospect clicks on your link they are taken to a custom lead capture page. Those prospects that enter their email address become leads and we market to them for 2 months on your behalf. The system tracks emails them several times per day and tracks their behavior. You can chose to promote one core product or all of them because the system intuitively knows what offers the prospect has seen and hasn't seen.

3. **Super Funnel With Over 130 Email Sequence** - We keep moving the prospect through the super funnel email sequence until they buy or they have seen all the core product offers. When a prospect buys a core product through your link YOU keep all the commission. If they go through the entire sequence without buying then their email address is added to your "inactive leads list" which you can download at any time from the members area.

4. **High Ticket Backend Commissions** - When someone does buy a product through your link they will log in to access their purchase and get invited to attend a new member webinar. These are automated webinars that happen daily and offer a HIGH ticket product for sale at the end. You keep $1000 per sale made on any of those daily webinars to your leads.

5. **Marketing Material** - Each core product has its own set of custom marketing material that you can use as a basis of your campaigns. We've provided ample material for you to base your campaigns on when you promote your link. This material is designed to promote the lead capture pages and bring leads into the super funnel for you.

6. **Robust Traffic Training** - The ACE members area contains several tutorial videos on how to use the system PLUS there is an extensive traffic training library with over 80 videos on how to drive a variety of forms of traffic.

7. **Tracking Portal** - The members area has a "portal" where you can get your .links for all the core products and access the marketing material. This is also where all your stats are displayed.

8. **Core HLS Product Access** - As part of ACE you also get full access to each of the core products. You are free to log into any/all of those products and use them for your own business. Below is a chart that lists all of the core products and their respective login pages. *Your username and password for the core products is the same as your ACE username and password by default however, changing any one set of details does not affect the others.*

PRODUCT NAME	DESCRIPTION	LOGIN PAGE
Buzzinar	Training and software to build viral subscriber lists.	https://Buzzinar.com/home
Rapid Profit System	Training to attract an audience and market affiliate products.	https://Rapid-Profit-System.com/home
Funnel Boss	Visual training on how to assemble sales funnels. DFY funnels and lead magnets.	https://FunnelBoss.net/home
Internet Selling For Newbies	Foundational training on how to build an online business.	https://InternetSellingForNewbies.com/home
Content Nitrous	5 plugin bundle for wordpress with detailed membership site monetization training.	https://ContentNitrous.com/home
My Unfair Advantage (MUA)	Live weekly group coaching with over 370 video archive, PLR library and multiple tailored mini-courses.	https://MyUnfairAdvantage.com/home

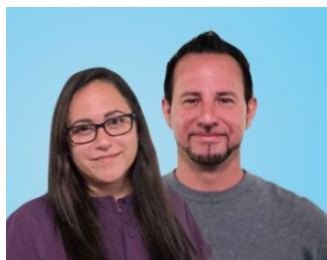| Internet Marketing Clinic	4 part training on the critical elements that can save your online business	https://InternetMarketingClinic.com/home

ACE makes it simplifies affiliate marketing for you to the point where all you have to do is drive the traffic and it contains training for you on how to do that. ACE is an evolving platform that we've invested tens of thousands of dollars into developing. We plan to continue growing ACE by adding more features, more marketing material and more core products as they are created.

> **ACE LOGIN PAGE:** www.AutomatedCommissionEnterprise.com/home
> **YOUR ACE USERNAME:** ALREADY SENT TO YOU VIA EMAIL
> **YOUR ACE PASSWORD:** ALREADY SENT TO YOU VIA EMAIL
>
> IMPORTANT - This username and password should also work for access to all the core sites HOWEVER, *if you do a password reset on one site it does NOT change it for all other sites.* If you have any trouble logging in you can try to rest your password right on the login form or you can contact us on the help desk,

Well, that should be enough information to get you started on the right foot. Now it's time to get to work. Create a work schedule for yourself and a distraction free working environment. We are here for you when you need us. We hope to see you on the next webinar!

To your success!

Melinda Martin, CEO   Omar Martin, CMO

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OUR CONTACT DETAILS

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*Business Plan Resources:

Here are some videos that you can watch to help you formulate a business plan. Don't get hung up on what a plan should look like or whether it should be in a 3 ring binder or spiral notebook. Don't over complicate it. You can write it on the back of a cocktail napkin as long as you start thinking like a business owner and putting some goals and benchmarks in place.

"Course Of Action" found in MUA archives Aug. 2015 week 1
"Online Business Mapping" (Parts 1-3) found in Inner Circle Immersion archives Fri. Dec. 15th 2017
"Online Business Success" found in MUA archives Jan. 2018 week 1
"Reverse Engineering Success" found in MUA archives Dec. 2016 week 2
"6 Figure Plan" found in MUA archives April 2015 week 1

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