



# BUILD THE WELLNESS BUSINESS YOU WANT

— BLUEPRINT —

I - WE . CO FOUNDER MO ORLOVSKY

• **Build The Wellness Business You WANT Blueprint** is dedicated to *every* hard working wellness professional. We all come to this profession with *huge hearts*. We are major **empaths**, *dedicated* to help others.

We launch wellness businesses and then the '*business aspect*' stands in our way. Businesses do not take off. We can't seem to reach those who need our help.

Uncountable hours, major investments and you are still going in circles. You begin to question yourself, your expertise, your value.

What's missing is the business Know-how. The **wellness business** know-how to be specific.

Not knowing **How** to Build The Wellness Business You WANT is what is holding you back. **NOT** a lack of expertise!

*YOU already have what it takes....  
You just need a little help to *know how* to use it.*

To *help you*, help those who **WANT WELLNESS** I founded the following. It's where you can find me supporting you: [where to find me supporting you](#)

Contact me [here](#) for information on:

- Build The Wellness Business You Want Foundation Membership Group.
- Build The Wellness Business You Want Mastermind Membership Group.

Let's start with the lay of the land. The 2 Phases, 4 Stages and 6 Steps it takes to Build The Wellness Business You Want.

Print out **The Build The Wellness You Want Blueprint at the end**. Refer to it, Let it help you keep your Actions Steps focused so each are *effective building steps* to your end goal.





*You already have what it takes  
you just need a little help to know  
how to use it!*

“Sometimes the  
*ONLY* reason we do not get things done is:  
We do not know where to start”

*mo*

I sure know this was my experience when I was Building my Wellness Business over three decades ago. And now again as I am building i-we.co web hub.

Some days I wonder to myself where do I start!

To successfully navigate these times I turn to 3 things.

1. **My Business Blueprint.**

2. **My next One thing.**

3. **My network of peers** focused on similar goals. (At any given phase of my Business I make sure I am active in *minimally three* paid groups. Each dedicated to networking and progressing.) ALWAYS. I emphasize this in each of my courses. Never underestimate the power of your networking efforts. It is **vital** to every successful business.

The Build The Wellness Business Blueprint came about when I was in the ‘*Where am I? Who do I learn from next? What is my next One thing? Who are the mentors to invest in and membership groups with the peers I need to be with?*’ for i-we.co and [buildthewellnessbusinessyouwant.com](http://buildthewellnessbusinessyouwant.com)

As I was looking at my whiteboard (actually a wall) it dawned on me; I had this very important information that you are looking for to Build Your Wellness Business NOW!

So to help you Build the Wellness Business You WANT, I sat down and put together the Build The Wellness Business You Want Blueprint. My goal: to create a visual for you of the 6 Steps, 4 Stages, and 2 Phases it takes to Build The Wellness Business You Want.

The Build The Wellness Business You Want Blueprint is here to help you:

- Identify where you are.
- Point out distinguishable starting points of each Phase, Stage, and Step.

This way when you are feeling overwhelmed, uncertain and even paralyzed, wondering what you should be doing you'll have **your**:

1. Build The Wellness Business You Want **Blueprint**.

To help you with your next

2. **One thing**. You can find me supporting you on your One thing on:

- [FB LIVE](#)
- [FB page i-we.co](#)
- [Build The Wellness Business You Want Podcast](#)

For support

3. **Networking, finding peers**:

- [i-we integrative wellness professionals FB Group](#).

Contact me [here](#) for information on:

- Build The Wellness Business You Want Foundation Membership Group.
- Build The Wellness Business You Want Mastermind Membership Group.

**I want you to know: You are not alone.**

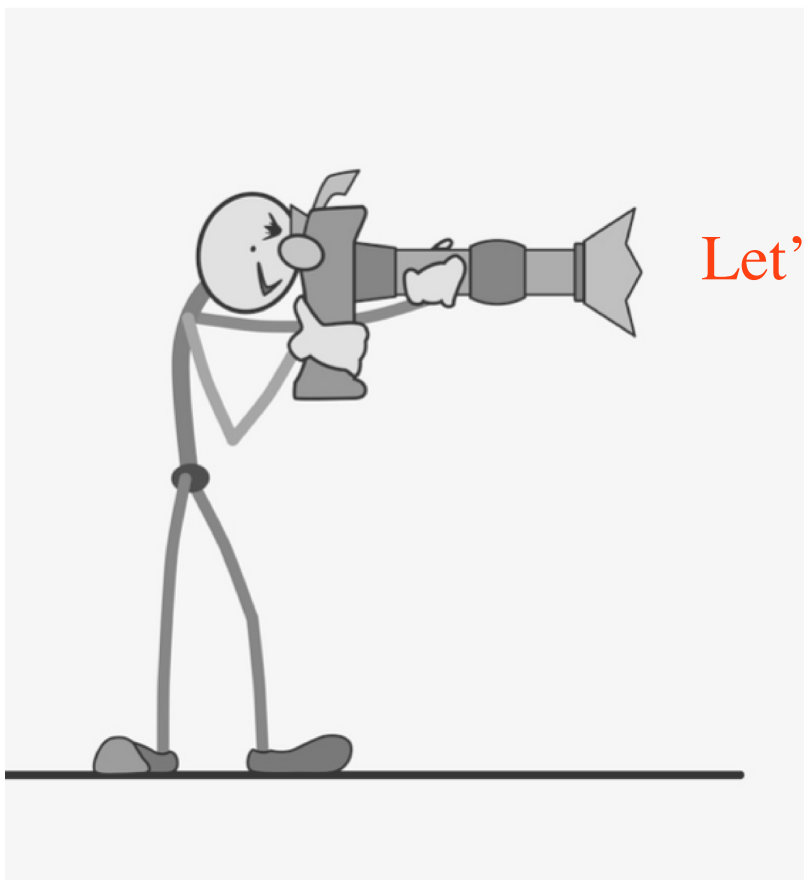
Reduce mind clutter, gerbil wheeling, and ANXIETY! You've got this!

**I KNOW** you already have what it takes,  
you just need a little help to **KNOW HOW** to use it.

Let's get you started.

Let's get you out there.

Let's begin Building The Wellness Business You Want NOW!



Let's look at the BIG Picture

Here is the BIG Picture of: Building the Wellness Business You WANT

Don't worry about the details just yet. We will go through each step shown below, one by one, in the following pages.

Here is the Over view where you see the **2 Phases** **4 Stages** and **6 Steps** it takes to make it all work.

I explain the steps in this overview photo so don't get caught up in trying to read the text. I blow each step up with the explanation.



Let's break it down.



# TO Build The Wellness Business You WANT



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YOU need 2 things

*an effective...*

## 2 Phase

business process



1. Establish phase >>>> 2. Expansion phase

# AND



*an effective...*

Bio-individual process that uses  
your expertise so clients get the

individual education, tools, and guidance to go after the

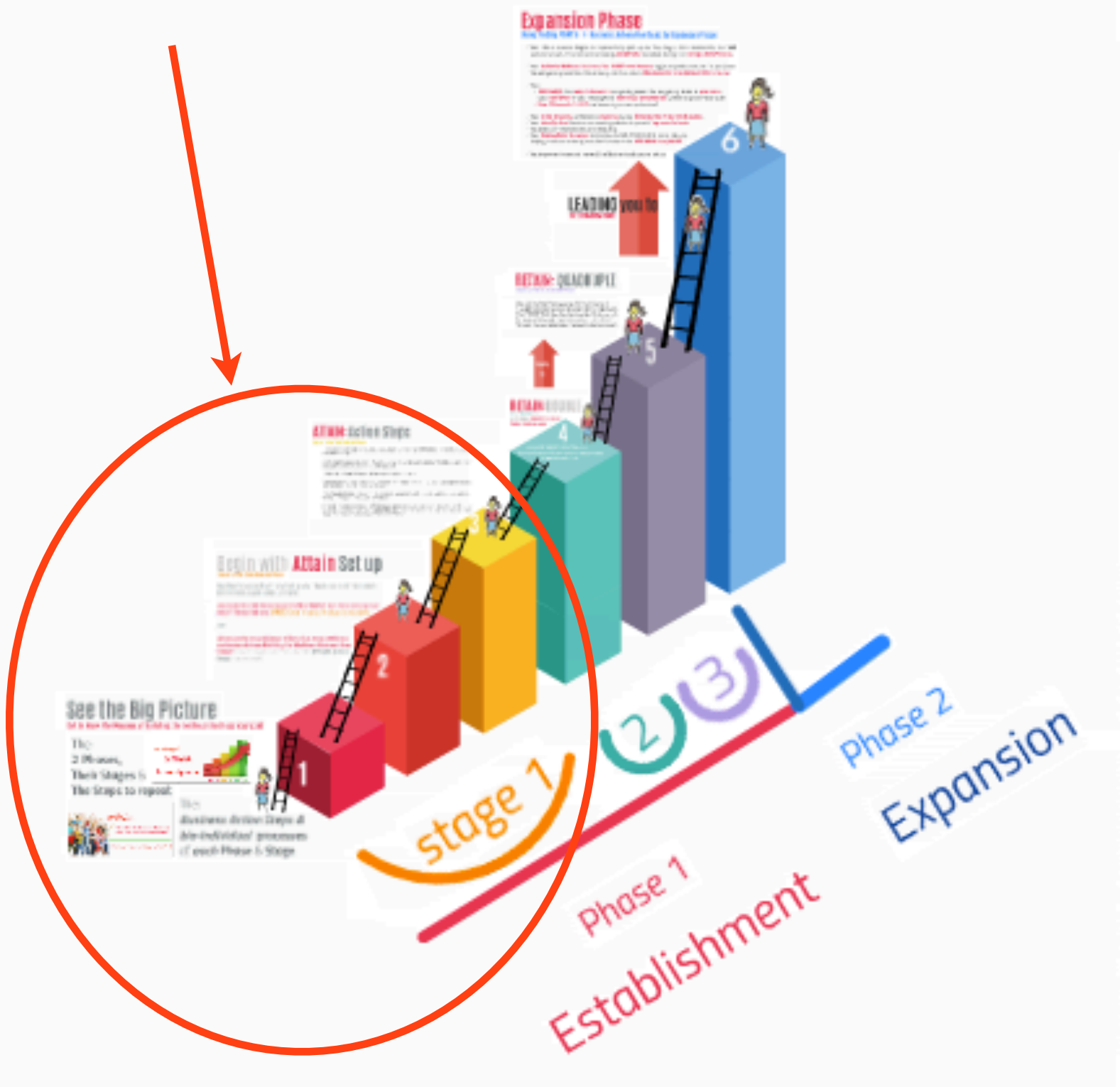
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WELLNESS they WANT





# LOOKING FIRST AT STAGE 1 of Establishment:



# STAGE 1: ATTRACT & ATTAIN THERE are 3 STEPS from the bottom up.

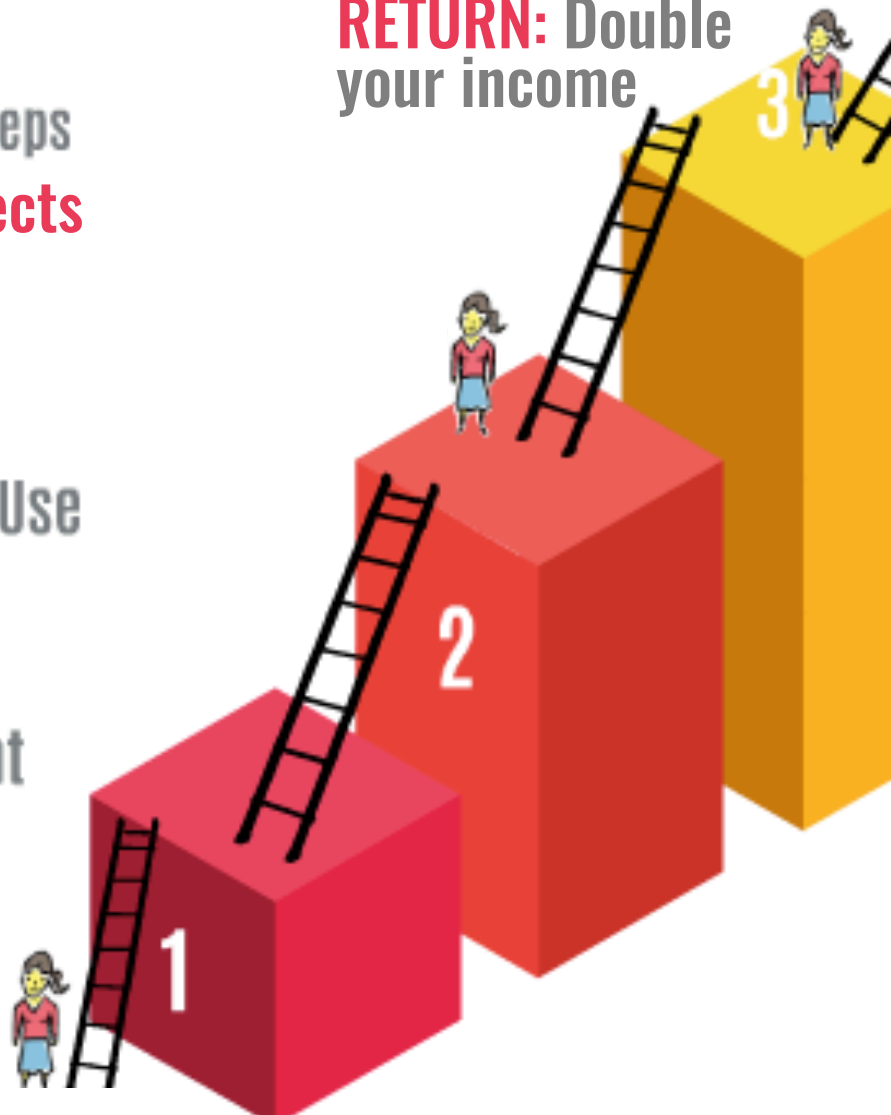
**ATTAIN:** Action Steps  
3 Steps 5 Connects

**RETURN:** Double  
your income

Then comes **Attract** Set up & Use  
Message

**ATTRACT** begins with A Blueprint

The Process has  
2 Phases,  
4 Stages &  
6 Steps to repeat



# stage 1

**STEP 1** Is the BIG foundation Step. **Skipping ATTRACT STEP** and jumping into your Business at Step 2 the ATTAIN step is the *number 1 reason for Wellness Businesses never getting off the ground. It is why you experience - feast or famine - fad to finished.*

There are **multiple parts** of Step 1. **Part 1** is doing what you are doing right now.

It is all about seeing the **big picture**.

You want to know what the big picture is so you can Pinpoint WHERE YOU ARE WHEN IT COMES TO BUILDING THE WELLNESS BUSINESS YOU WANT PROCESS.

UNDERSTANDING WHERE YOU ARE EMPOWERS YOU.

Helping you identify where you are helps you KNOW where to place your energies.

This focus helps you EFFECTIVELY TAKE THE NEXT STEP.

Stage 1 of the Establishment Phase

# ATTRACT begins with A Blueprint

Get to know the Process of Building the Wellness Business You WANT

The Process has  
**2 Phases,**  
**4 Stages &**  
**6 Steps to repeat**



**Once** you have the overview you begin with Step 1 the process of ATTRACTING New Clients.

Step 1 ATTRACT; *more than anything else*; is the foundation of your wellness business. *It is unfortunately also the number one thing wellness professionals leave out.*

Wellness Professionals finish school, set up shop and begin working on ATTAINING New Clients. The success rate of this is dismal at best.

Why? Because **Step 1 ATTRACT is the most valuable aspect of your business you will ever spend time on. EVER.** This is not hyperbole.

**Your ATTRACT message will be the deciding factor in your success** of Building The Wellness Business You Want *or* NOT.

In over 3 decades I have met thousands of unbelievable wellness professionals of all genre. Hidden. No ONE can find them. NO ONE! WHY?

It all stems from missing the foundation ATTRACT message. Half the time I DON'T KNOW WHAT THEY DO!!! *and* I've been here for over 30 years...*If I don't know I can't refer them, if the end user doesn't know - they won't call.* I beg each integrated wellness professional (*I beg* because honestly each of you believes what you do is obvious). Trust me on this. PUT the ATTRACT Message as your #1 priority. Get it nailed down. You will not regret it I promise. NO ONE KNOWS WHAT YOU DO. **NO ONE!**

**Missing Step 1 Your Attract message** combined with **using the wrong funnel** in **Step 2 Attaining New Clients** means Wellness Businesses shut their doors or end up never opening them. (You can grab the funnel blueprint later it's titled: When it comes to Building The Wellness Business You Want There are 2 Funnels: How to Know Which One is Right for You?).

For right now **Step 1 ATTRACT** there are 5 parts you must have:

- The Business Blueprint overview
- The nano sec message
- The 10-20 sec message
- The 30-90 message
- The one-focused presentation

With these items you can then begin to set up your strategy to move to Step 2.



## STEP 2 ATTAIN.

**ATTAIN** is the **bridge** to **RETAIN**. **RETAIN** is **Step 4** where you create your client base, not **ATTAIN**. Whether it is a service, information product, **ATTAIN** is the portal for those you **ATTRACT** toward Return, then **RETAIN**.

**ATTAIN is a process** prospective clients **move through** to **RETURN** then **RETAIN** which is where you Establish your base.

Again over and over professionals in the wellness field work to **ATTAIN** clients. **Your energies are being wasted. Focus on ATTRACT.** Move those you **ATTRACT** through the **ATTAIN** process AND then **RETIAN!** THAT is where you build your financial stability.

**ATTAIN** has **3 Steps and 5 Connects** to it. Your **ATTRACT Message** sequence including your **one focused presentation** gets them to their first purchase. The first session, or product sold.

Again I want to mention the majority of professionals I have worked with believe **ATTAIN** is what will build their financial base. **It will not.**

**ATTAIN** is the funnel which you move prospective clients through. **This is necessary** because in order **to establish your financial stability** you must have *top-notch* clients. Top-notch clients **ONLY** come out of the **ATTAIN** process.

**ATTAIN** is still good! You get **PAID** for your first session of a client you **ATTAIN** (*which is for most already a 100% increase because of all the -free one on one sessions'-*) **NEVER DO FREE** for the purpose of establishing you client base.- **NEVER** it will do the exact opposite of growing your business **IT WILL KILL IT!** I will be sharing that with you on **FB LIVE** too. So **ATTAIN** is the funnel where you move All those you **ATTRACT** through to Step 3 Return.

### ATTAIN:Action Steps

Using your **ATTRACT NEW CLIENTS** process and materials with **Build the Wellness Business You WANT 101: How to help 'top-notch' clients find you.** (Email Course/Podcast Series/pdfs)

1. Designate a 3 ring binder for your business. Begin using it for your **APPROACH**. Write down and practice what you might say to the potential groups. Use your **Attract New Clients** process materials.
2. Print out the pdf's provided in the email course and **set up** your "top-notch/tracking" section in your notebook. Use the forms from day one with each client.
3. Map out your **Step 1 Connect 1** dates in your calendar for this year.
4. Download the "one focus" presentation. **Tailor** it to your liking so it is ready to use for your **Step 2 Connect 2**. This will help you be ready at a moments notice.
5. Put together items you intend to use for **Step 3 Connect 3, 4 & 5**. This way your items are ready when Step1 Connect1 produces your first presentation.
6. Get the Establishment Phase1 **ATTAIN Process Guide** to Build the Wellness Business You WANT. It is a checklist created to help guide you by pinpointing where to get started because "Sometimes we do not get things done only because we do not know where to start" mo



**ATTAIN is a 3 Steps 5 Connects Process.**

**ATTAIN is where those you ATTRACT are funneled to.**

**ATTAIN is where you use and expand your ATTRACT Message.**

**This is why if you skip Step 1 ATTRACT you have no foundation for using ATTAIN to monetize.**

# ATTAIN: Action Steps Leading to 3

## Stage 1 of the Establishment Phase

1. **Designate a 3 ring binder** for your business. Begin using it for your **APPROACH**. Write down and practice what you might say.
2. **Print out the pdf's** provided in the email course and **set up** your '**top-notch**' tracking section in your notebook. Use the forms from day one with *each* client.
3. **Map out** your **Step 1 Connect 1 dates** in your calendar for this year.
4. **Download** the '*one focus*' presentation. **Tailor it** to your liking so it is ready to use for your **Step 2 Connect 2**. This will help you be ready at a moments notice. ✨
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✨ Available for those who have completed the *i-we.co* Foundation CELL'f Care Education Courses.

✨ One- focused presentation is available **after** ATTRACT New Clients Course because we use all your ATTRACT messaging to build upon to map out your One-focused presentation.

## STEP 3 is Return.

## RETURN clients-DOUBLE session

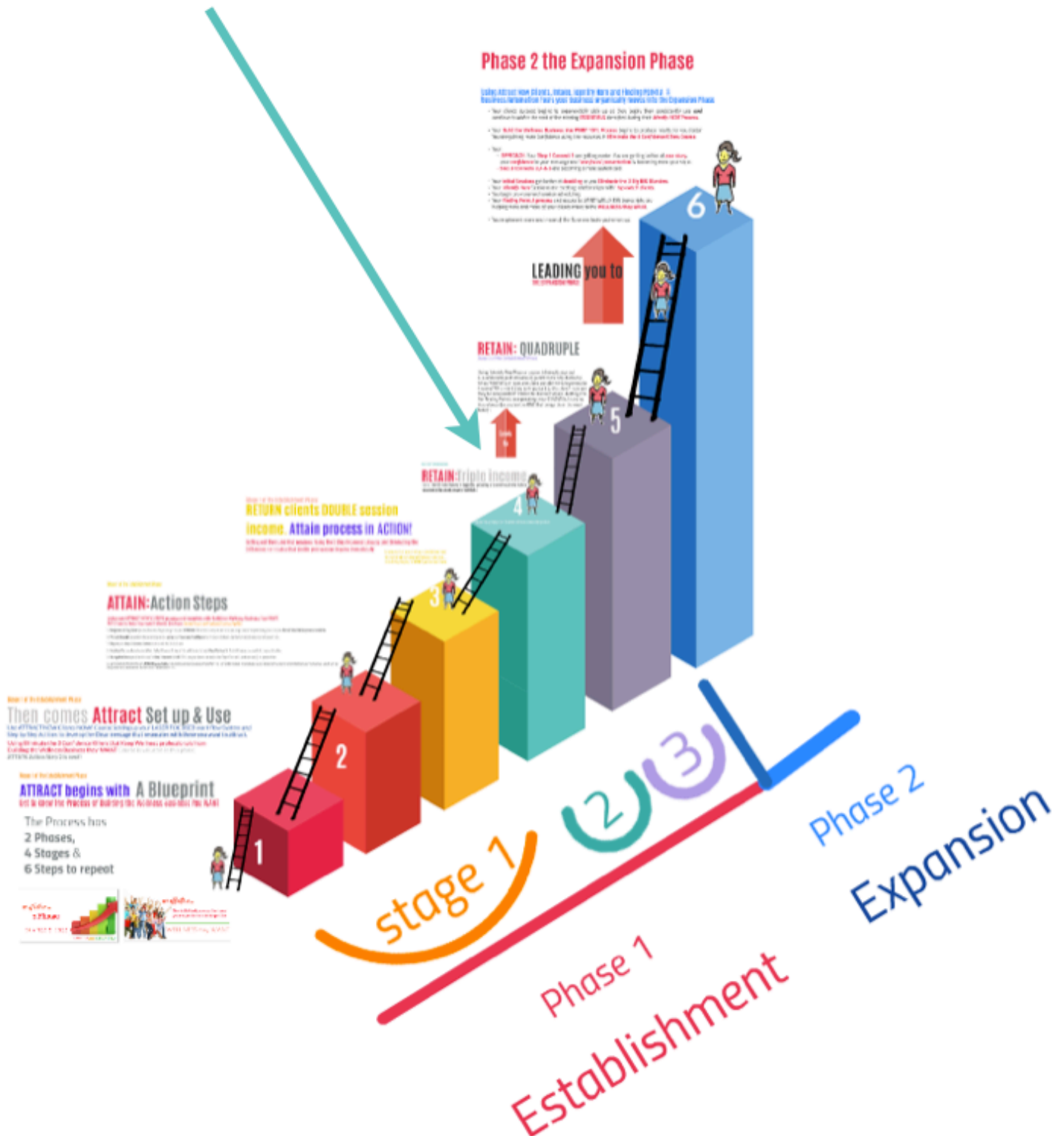
## income. Attain process in ACTION!

Getting out there and first sessions. Using the 3 Step 5 Connect process and Eliminating the 3 Blunders for Intakes that double your session income immediately!

To guide your first session with your newly Attained client.  
This format will help you to **RETAIN** your new client...  
immediately helping to **DOUBLE** your session income

## STEP 4 Is the Beginning of Stage 2.

We then move to **STAGE 2 : STEP 4** where our focus is on continuing our ATTAIN System we now have set up **and** adding RETAIN PROCESS. **TRIPLING** our sessions with clients.



**STEP 4** Is RETAIN. You are now in Stage 2. Stage 2 is a one step stage. It is where you begin going from doubling to minimally tripling your income.

## STAGE 2 : RETAIN

This is where you use the Intake ( Gather ) process provided to you in the i-we.co Course titled Eliminate the 3 Big BIG Blunders Practitioners Make the Keep them from Building the Business of heir Dreams.

This process *immediately*:

- \* Creates the CONNECTION your client wants and has been searching for...(get ready for lotsa happy tears)

- \* Establishes the very different dynamic session experience needed for your clients success

# RETAIN: Triple income

Using: Identify Here Process to begin the gathering of bio-individual information discovering the clients missing ESSENTIALS



Step by step guidance fo 4-6 sessions with your newly retained client.



## Step 5 also 1 step stage. RETAINED sessions QUADRUPLE. STAGE 3 RETAIN Quadruple sessions

We then move to **STAGE 3** where our focus is on continuing our ATTAIN System RETAIN process and now **Quadrupling** our sessions with clients using the *Identify Here Process*.



**Again Step 5 is Stage 3. What's amazing here is the more ATTRACT and repeat your ATTAIN funnel the more there is to Quadruple!**

## STAGE 3 RETAIN Quadruple sessions

Quadrupling our sessions with clients using the *Identify Here Process*.

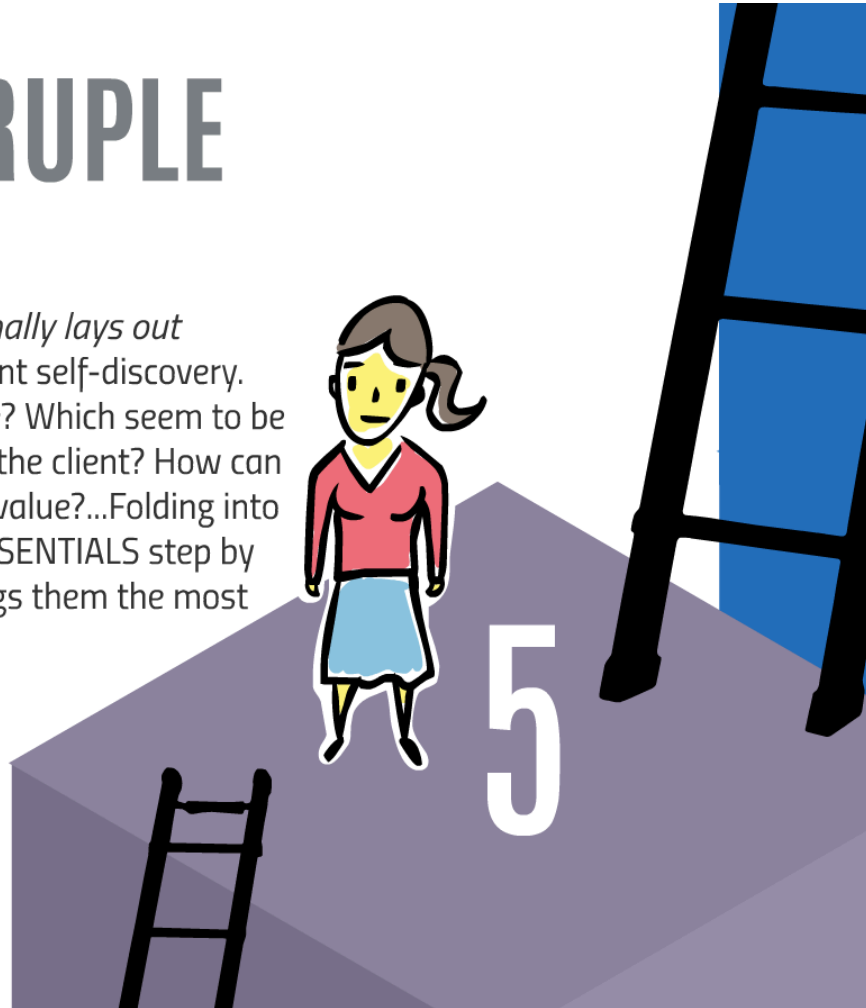
# RETAIN: QUADRUPLE

Stage 3 of the Establishment Phase

Using: *Identify Here Process* course. Minimally lays out 4-6 additional paid sessions of guided client self-discovery. What 'ESSENTIALS' does the client provide? Which seem to be missing? Why might they be important to the client? How can they be incorporated? Tracked to discover value?...Folding into the Finding Point A incorporating those ESSENTIALS step by step always focused on the ONE that brings them the most benefit.



Prezi



The consistent QUADRUPLING for those  
coming through your ATTAIN FUNNEL ADD  
and ADD and ADD

**LEADING** you to  
**THE EXPANSION PHASE**



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## Stage 4

## Stage 4 Step 6

# Expansion Phase

## Using Finding POINT A & Business Automation Tools for Expansion Phase

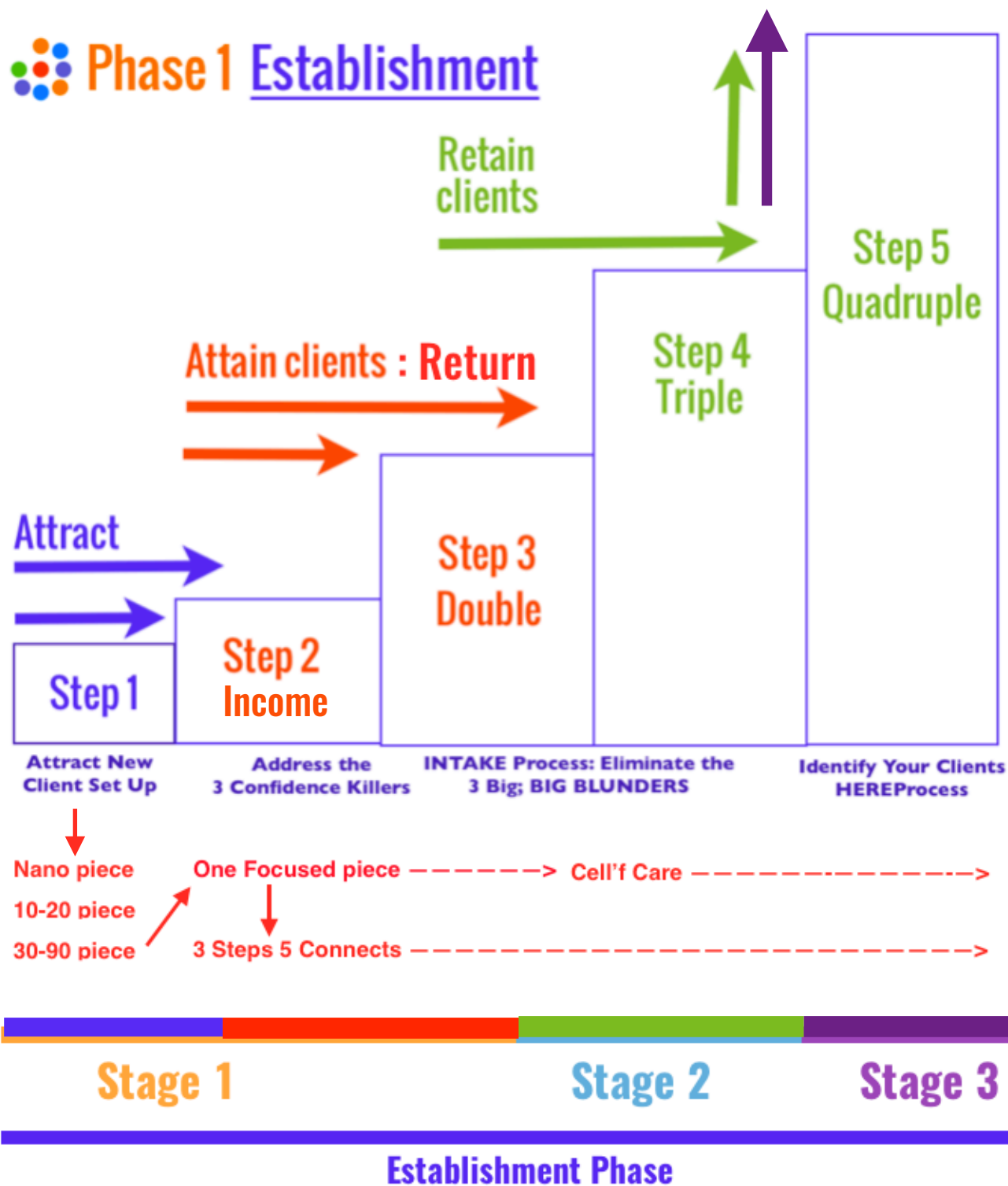
- Your clients success begins to exponentially pick up as they begin; then consistently use **and continue to add in** the next of the missing **ESSENTIALS** identified during their **Identify HERE Process**.
  - Your **Build the Wellness Business You WANT 101: Process** begins to produce results for you faster. You are gaining more Confidence using the resources in **Eliminate the 3 Confidence Killers Course**.
  - Your:
    - **APPROACH**; Your **Step 1 Connect 1** are getting easier. You are getting better at **your story**, your **confidence** in your message and **'one focus' presentation** is becoming more your style.
    - **Step 3 Connects 3,4 & 5** are becoming a more systemized.
  - Your **Initial Sessions** get better at **doubling** as you **Eliminate the 3 Big BIG Blunders**.
  - Your **Identify Here** Sessions are creating relationships with **'top-notch' clients**.
  - You begin pre-reserved session scheduling.
  - Your **Finding Point A process** and access to WANT WELLNESS transcripts are helping more and more of your clients move to the **WELLNESS they WANT**.
- normal:* You implement more and *more* of the Business tools you've set up.



This is very systematic. When all the pieces are in place, practicing, tweaking, molding to what works best for your expertise you have placed your business in the position of growth to the point of financial stability.



This Brings us to a very stable place with an excellent pre-reserved client base. Your ATTRACT; ATTAIN; RETAIN Processes are in place. With ease you can continue planning, adding and implementing until full capacity. This is the juncture where you feel Established and can begin to feel excited about looking at the options you have for PHASE 2. Let's do a quick re-cap of Phase 1 and Phase 2 in simplified visuals.



## Step 6

# Exponential Expansion Potential

### Phase 2 Expansion



Bio-individual Guidance: Finding Your clients Point A working on the ESSENTIALS



Attract: Attain, Retain, all going on Building the Wellness Business You WANT!

YOU *already* have what it takes....  
 You just need a little help to *know* how to use it.



# Blueprint: Building the Wellness Business You WANT





**I KNOW**  
*with every fiber of  
my being*  
**YOU** already have  
what it takes; you  
just need a little  
help to know how  
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Remember if you are looking for support you can find me here:

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I want to repeat what I said in the beginning: *You are not alone.*

Reduce mind clutter, gerbil wheeling, and ANXIETY!

**You've got this!**

I **KNOW** you *already* have what it takes,  
you just need a little help to **KNOW HOW** to use it.

1. Let's get you started.

2. Let's get you out there.

3. Let's begin Building The Wellness Business You Want **NOW!**

*mo*

*Locating where you are & where you go next.*

## Step 1 ATTRACT.

I have reviewed the Overview of the Build The Wellness Business You Want Blueprint

I have my Nano Sec. ATTRACT Message

I have my 10-20 sec ATTRACT Message

I have my 30-90 sec ATTRACT Message

I have my One-focused Presentation

## Step 2 ATTAIN.

I have my 3 Steps 5 Connects mapped out

I am implementing Step 1 Connect 1

I am implementing Step 2 Connect 2

I am implementing Step 3 Connect 3

I am implementing Step 3 Connect 4

I am implementing Step 3 Connect 5

## Step 3 RETURN.

Professionals with client Sessions: I have Eliminated the 3 Blunders Wellness Professionals make at their first Session with clients and have the exact INTAKE System ready so this first session turns into the 2nd paid session.



Professionals with product. I have Mapped out my engagement strategy for the next product.

➤ I am continuing My Step 1, Step 2 and Step 3 processes and now also implementing:

## Step 4 RETAIN. Triple

I have my Identify Here Bio-individual minimally 5 Session Process allowing me to triple my paid sessions. Giving me the exact gather steps I need for Step 4 and 5.

Professionals with product. My product leads into the implementation of the next 2 steps in a way that allows individualized use.

➤ I am continuing My Step 1, Step 2, Step 3 and Step 4 processes and now implementing:

## Step 5 RETIAN Quadruple

Continuing to use my Identify Here Process I am minimally Quadrupling my paid sessions.

Professionals with product. My product leads into the implementation of the next 2 steps in a way that allows individualized use.

➤ I am continuing My Step 1, Step 2, Step 3, Step 4 & 5 processes and now implementing:

## Step 6 Exponentially Expanding

Using my Identify Here and now Bio-individual Self-Care tools for Finding Point A I am able to engage my client in a way that they can't wait to use my expertise! I am enjoying Life long client relationships. I am felling secure in MY financially STABLE business doing exactly what I set out to do: Helping others with my expertise!