



# Vivid Vision 2021

ALEX J MOSCOW

# Snapshot

It's December 31st, 2021... and we've completely changed the game of business and life. We've rewritten the rules and stacked the odds in our favor to create win-win-win scenarios for our team members, our clients, and our organization as a whole.

**We are THE go-to organization to help coaches and experts grow into the highest, most congruent version of themselves.**

We do this by providing them with cutting-edge sales and marketing training, COMBINED with badass transformational experiences to help them sustain their growth personally and professionally.

**We are doing what most people dream about but never do: experiencing true freedom.**

And the world is a much better place because of it. Here's how we do it...

## Rules We Live & Work By



### 1 Truth Over Tactics

The truth will always outperform manipulation or tactics.



### 2 Courageous Action

Results don't take time. They take courage.



### 3 Congruent Lifestyle

How you do anything is how you do everything. Walk your talk, and be the change you want to see in the world.



### 4 Authentic Communication

True freedom comes from intentionality, authentic expression, and artful listening.



### 5 Never Stop Growing

To have the things you've never had, you must do the things you've never done.



### 6 Fun and Adventure

Life and business is a game we approach with kid-like curiosity.



# Who We Are

We're a **team of 12 rockstar humans** who are living our best lives and kicking ass in business and beyond. Our **visionary founder, Alex Moscow**, is our main content creator, sales strategist, and the lead example of The Congruent Coach. Our **Transformation Wizard** is responsible for upleveling our clients mentally and energetically so they can congruently step into the next version of themselves to create sustainable, long-term results. What you want to create in the outer world, first needs to be created in the inner world. Having personally taken care of A-list celebrities, our Transformation Wizard is the best in the world at upgrading the body energetically.

Our **Chief Integration Officer** is Alex's right hand person and leads high-level strategy and communication between departments. Our master Marketing and Tech minds help us seamlessly blend the creative and tech side of our business – from powerful sales copy and entertaining marketing videos to Facebook ads, Infusionsoft, and Clickfunnels. Our **Coaching Department** consists of 4 coaches who have not only excelled in business, but are also masters in transformational breakthrough coaching because they live a life of transformation

themselves. They're absolute experts at the Congruent Closing Method and have proven track records, having each built successful 6 & 7-figure businesses.

We have an **EA** that handles the daily details with extreme care and focus, as well as a **Client Concierge** who ensures we always give our clients a VIP experience. We are a group of extraordinary human beings who have unlocked our super powers and are expanding our potential everyday. Our mind, body, and spirit is in complete alignment with our truth, which is fully expressed in our roles, relationships, and daily words and actions. We are crushing it every day, and having a hell of a good time doing it.





# Congruent Culture

How we grow and help our clients is how we help our team. Our culture is highly transformational—as a human you will grow into the highest version of yourself FASTER with us than with any other organization. Everyone who is a part of our culture has chosen to upgrade the lens through which they see life. We hold the container to foster courage where our community's highest and most badass selves flourish. We welcome the unknown and the uncomfortable, knowing that the breakthroughs are where we can grow into the highest, most authentic versions of ourselves.

We host team retreats three times a year, where we blend 3 core components: transformation/ breakthrough, strategy, and fun. We embark on adventures such as

plant medicine journeys, hike Machu Picchu in Peru, listen to the best DJs in Ibiza, and explore the ancient pyramids. Motivational speakers fly in to take our team through transformational exercises on leadership, development work, and healing.

We frequently invite guest speakers like Gino Wickman and Tony Robbins to host workshops on topics like "Traction and Scaling Up" and "Living Your Purpose and Team Leadership Dynamics." The top business experts come in to host trainings on cultivating a strong team culture and the importance of taking Courageous Action. Everyone is working within their unique ability, is fully supported there, and are all major players in creating a truly expansive and life-changing journey for our clients.



# What we do

## Truth Over Tactics™

**We are THE go-to Breakthrough & Transformational Training company in the world for coaches and experts who want to build wildly profitable businesses they love.**

We help high-performing leaders take quantum leaps in their development as humans so they can grow their business, get radical results, make a bigger impact, and get rewarded doing it. We simplify business strategies and help them set up the right structure so they can express themselves and flow inside the structure and achieve massive results.

### CONGRUENT COACH ACCELERATOR (CCA)



The CCA is the most sought after community of high-level badass coaches and experts on the planet. There are two major requirements for coaches looking to join our exclusive community: 1) They must make at least a quarter million in yearly revenue and 2) They must recognize that they are the one who needs to grow into the bigger, most authentic version of themselves so they can grow their business in congruence with their true self, make a bigger impact in

the world, and experience true freedom. This year-long mastermind includes a mixture of 4 strategically spaced out LIVE experiences and retreats where we focus on aligning all areas of life (business, relationships, health, spiritual connection) so our clients can discover their truth, express their message authentically, and learn how to enroll their dream clients with truth and integrity so they can make a greater impact faster.

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### CONGRUENT COACH COLLECTIVE (CCC)



The CCC is the most sought after community for the most talented coaches on the planet who are living, breathing billboards for their message and the work they do in the world. This year-long mastermind combines the best business growth strategies and systems with powerful transformational experiences to support radical results in record time. The CCC are leading their industries when it comes to client

results, success ratios, and upleveling the integrity of their field as a whole. They love working with their clients and supporting them to get results as much as, or more, than they love making money. To be clear, they also LOVE making money because they see the growth of their income directly related to their impact and the options that become available to make a bigger difference.

## EFFORTLESS ENROLLMENT MASTERY

This is the best sales training in the coaching industry for coaches who want to enroll their dream clients into high-end programs with authenticity and integrity. The enrollment conversation is the foundation of the entire coaching relationship, and enrolling someone into their own bigger vision is one of the greatest gifts you can give another human. This program is for talented coaches who are already getting amazing

results but their bank account doesn't yet match up with the awesome results they get. They are looking to take ownership of their value and make quantum leaps in their pricing so they can get paid their worth and build an awesome lifestyle and business around their gifts. It's a year-long program run by our coaches, and includes an online course, live experience, online community, and intimate live group coaching.

## SMALL EVENTS & BIG PROFITS

Live events create more impact and change more lives than any other coaching or training medium, and we've created the simplest, most impactful model that exists to help clients leverage live events so they can scale their impact and income. Twice a year

we host an event where we teach clients how to scale from a one-to-one model to a one-to-many model by running high-impact events and retreats with less than 30 people so they can walk away with 6+ figures in 3 days.

# Sales & Marketing

**We are omnipresent in the coaching and consulting space with a heavy influence on AND offline.** We also help our clients fully integrate their online marketing with offline connection and magic. We host live workshops that act as preview events so coaches can learn about what we do & enroll into one of our programs, if it's a good fit. Stellar marketing gives us a 90% close rate on sales with perfect-fit clients. We say no to about 75% of people who apply because they're either not ready or not a good fit. If they're not ready, we offer them a training that corresponds to their current stage of evolution to support them in becoming a better coach.

Everyone who goes through our programs has such an incredible experience that they can't help but authentically share what we do with their coaching friends, which leads to record-breaking high referral rates. ALL of our marketing is truth-based and value-focused. When we speak at events or host workshops, our ideal clients are inspired to throw their credit cards at us because our marketing speaks to them and makes them feel truly understood in a way they've never experienced before.

# The Hub Of Human Transformation

Our office is our container to nourish the highest and best versions of ourselves on all levels—physical, mental, emotional, and spiritual. Our oceanfront hub of human transformation inspires everyone who walks through the door and sparks that kid-like curiosity they haven't experienced in years. Through large glass windows you can see clients out on the deck doing yoga, Tai chi, and soaking up the San Diego sun. You hear the sound of the waves crashing and smell the ocean breeze.

Our philosophy is that if we don't feel good in our bodies, our ability to serve is challenged. Food is our fuel to serve. As such, our full-time in-house chef whips up nourishing superfood tonics and healthy meals. We also have a team of network chiropractors to upgrade our team's energy so we can produce at the highest levels possible. On a typical day, you might encounter Wim Hof teaching breathwork or team members doing cryotherapy or going into the cold plunge. You might find Steven Kotler from Stealing Fire teaching a workshop on flow states. A section of our office is dedicated to peak performance and our office is equipped with massage tables, mineral hot pools, float tanks, a workout facility, and locker rooms with showers.



Experts from around the world fly in to run workshops in our meeting space, which holds up to 60 people and is decked out with state-of-the-art audio-visual technology so we can film and do live streams. We are fully expressed in everything we do—from the way we dress and the activities we partake in during the day to the custom Android Jones visionary pieces of art that line our walls. Everyone, clients and team members alike, shows up truly inspired and supported to function at maximum capacity and joy.

THE PERFECT MIX OF  
PEOPLE, FUN AND PROFIT!



## Influence & Impact

We donate a percentage of profits, plus time and energy, to causes that align with our message. Through our initiative, we go into schools to help teens discover their unique abilities and teach them about entrepreneurship. We also run a foundation to empower youth and adults with speech impediments to discover freedom through authentic expression.

We've created a one-of-a-kind platform to combine two of the most influential industries: Transformation and Hollywood. Renowned actors, actresses, and musicians are amazingly talented people who play hundreds of roles in the lifetime of their career only to discover they aren't truly expressed. At our events we give influential people like Will Smith, Lady Gaga, Jim Carrey, and Justin Timberlake a platform to share their messages and shed light on the high suicide and addiction rates so we can get resources and information in the hands of the teens who need it most. We donate the proceeds from these events to organizations that help raise awareness around suicide and addiction.

## Talk Around Town

The media is raving about us. We're recognized for being the first domino in a massive ripple effect in both the Breakthrough Transformation and Business Growth space. We were named as "The Fastest Growing Company in San Diego" in Inc. Magazine. Our office is featured in Men's Health Magazine as the optimal workspace for transforming bodies and minds. Alex and our coaches speak at the top entrepreneurial events like Genius Network, Tony Robbins' Business Mastery, and The War Room Mastermind. This year, Alex was awarded Entrepreneur of the Year, spoke at Brendon Burchard's events, Expert's Academy and High Performance Academy, and was invited by Oprah to talk on her show about the impact and influence of our transformational platform for Hollywood stars to share their messages and raise awareness around suicide and addiction.

EY Entrepreneur Of The Year®

Men's Health

Inc. Forbes

O P R A H

## Financials

Rapid growth creates rapid results. We have surpassed our revenue goals and are thriving financially. We are living, breathing proof that you can speak your truth, get people results, make a massive impact, and be rewarded for it, all while loving life and having fun. We've thriving financially at \$17M per year in revenue, with a 60% profit margin.

# Founder Feeling

Many people say they want to change the world. But few actually do it. Why?

Because there is a massive gap between where they are and the big difference they want to make. This gap creates self-imposed fear and limiting beliefs which ultimately leads them to holding themselves back.

I know this because I grew up with a stutter, and I never felt good enough and always tried to overcompensate for it.

I believe we're all put on this planet for a reason. Throughout life we get knocked down and we forget our purpose. That feeling of being lost gets stronger as we get older. Freedom is the most sought-after concept, yet most don't understand what it is.

**I believe that true freedom comes from our ability to express ourselves unapologetically. For the coach or expert, it's the freedom to express and show up as our most congruent, true selves in every aspect of our business.**

What I thought was my greatest weakness was actually my greatest gift. My stutter has helped me discover my most congruent self and has inspired me to go to a layer of depth with my clients that creates deep, sustainable breakthroughs.

The gift I'm here to give is helping people figure out what's holding them back and empowering them to take inspired action so they can break through and expand their realm of possibility by living as their authentic self. When they are clear on their authentic self, they can build a wildly profitable business around their gifts and make the biggest impact possible. This deep transformational work, combined with proven business systems and custom tailored client attraction and enrollment strategies, result in massive results for our clients in record time.

True expression is in constant motion. It's something we continually strive for. This vision reflects our next upgrade as we expand our capabilities, amplify our influence, and impact millions of lives around the globe.

**Results don't take time. They take courage.**

I'm ready to level up. Are you?

**ALEX MOSCOW**

