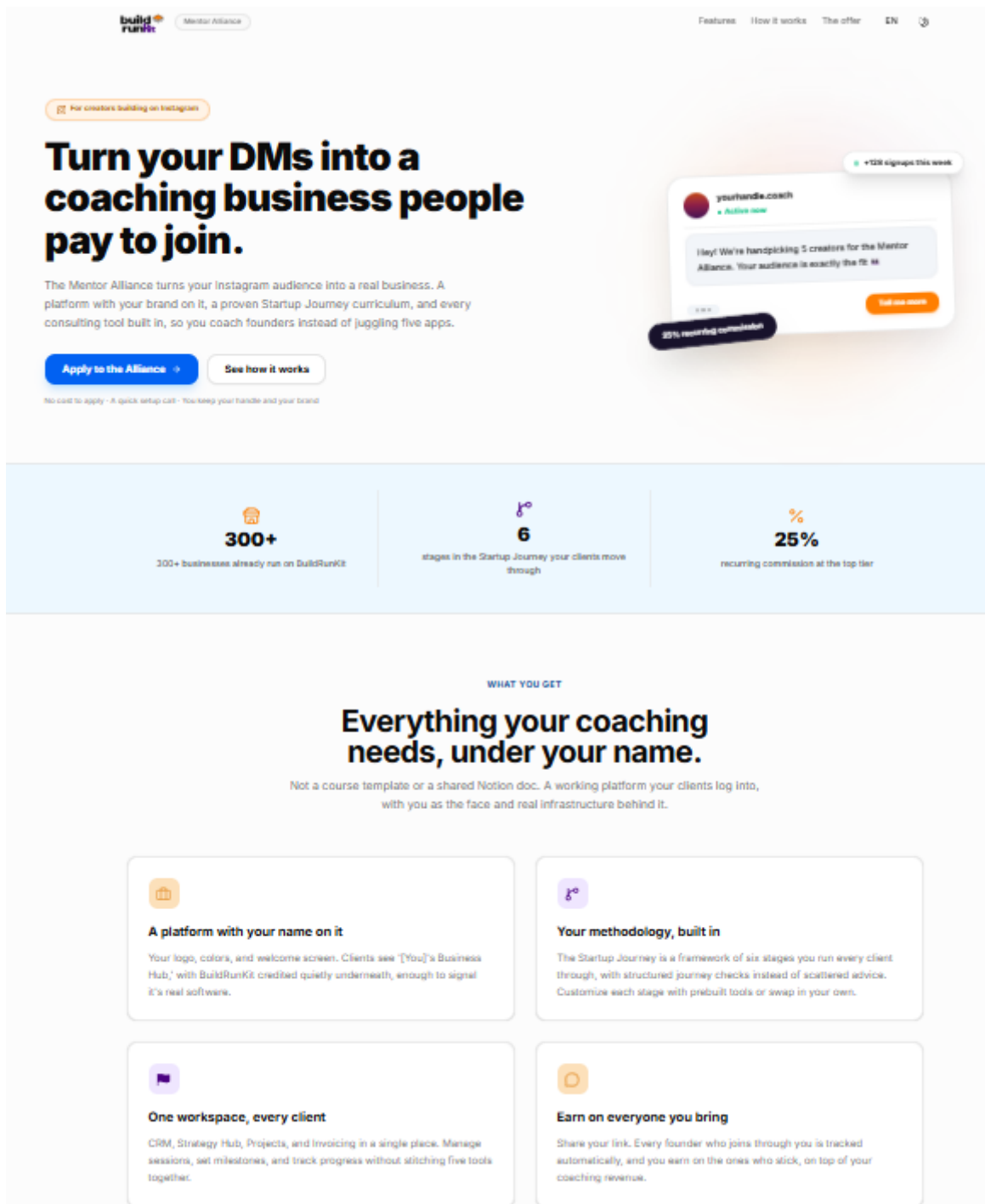


Mentor Alliance Business Coach Kit – Platform Overview

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The **Mentor Alliance Business Coach Kit** gives business coaches a fully branded platform to run, structure, and manage their coaching operations. Coaches operate under their own name and visual identity, keeping themselves at the center of client relationships while delivering a consistent, guided coaching experience.

Core Capabilities

- **Custom-Branded Platform:** Deliver coaching under your own brand name, custom logo, and preferred setup while using BuildRunKit's underlying platform infrastructure.

- **Client & Journey Management:** Invite clients, build tailored action plans, assign structured business journeys, and monitor client progress step-by-step.
- **Flexible Content & Methods:** Use pre-built BuildRunKit business journeys and tools, or integrate your own proprietary coaching material, frameworks, and resources.
- **Unified Workspace Operations:** Handle all core coaching functions in one place:
 - Manage client relationships and active communications.
 - Assign plans, track progress, and organize client projects and tasks.
 - Direct high-level business planning and strategy tools.

Onboarding Workflow & Deployment Paths

4-Step Onboarding Process

1. **Apply:** Submit your handle, audience details, and coaching style (takes ~5 minutes).
2. **Setup Call:** A 20-minute walkthrough to configure your branded instance.
3. **Go Live:** Platform launches under your own brand with a unique referral link.
4. **Grow & Earn:** Share your link across social channels; clients sign up under your brand while you earn recurring revenue.

Two Deployment Options

- **Mentor Alliance (Run it as your own):** Operate a branded consulting platform with free starter journeys and recurring referral revenue.
- **Co-Create (Help build the next version):** Shape platform features directly around your specific coaching methodology with full access from day one.

Pricing & Trial Structure

- **Flat Client Rate:** \$10 per month per active client, with no setup fees or hidden tiers.
- **100% Revenue Retention:** Coaches keep all earnings charged directly to clients for coaching services.
- **Free Trial:** First 10 client consultations are included at no charge.

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