



## Enjoy The Fun Of A Successful Business And Healthy Body!



### Run a financially successful business with a healthy body and bottom line! Transform your business. Transform your life.

Do you remember the thrill and excitement you felt when you first decided to go into business for yourself? The challenges? The excitement? The anxiety? The whole bundle of feelings that made you feel truly alive; like you were going to do something significant for yourself, your family, your community and the world.

What happened? The energy, excitement and dreams that marked the outset of your business have been replaced with the frustration and hard work of building and growing a business, which can take a serious toll on the owner's health, fitness and vitality. As a result, entrepreneurs find themselves overworked, tired and discouraged about their business and their life. They have lost the vitality and inspiration that motivated them to get into their business in the first place. Essentially, the thrill and passion of entrepreneurship has been replaced with the drudgery of an unrewarding full time job.

**Growing and running a successful and profitable small business is one of the toughest challenges in business today!**

The Wealthy, Healthy, Energetic Entrepreneur (WHEE™) Program is the result of a 15-year focus on how successful business people operate. The primary foundation of the program is on marketing, sales, positioning and building a profitable business while developing the physical health and capacity to enjoy living an outstanding life! The WHEE Program is a journey to becoming a successful, world class entrepreneur and healthy business leader. It teaches you to transfer best practice teachings into practical application on building a thriving business. The WHEE 120 is an exclusive, one of a kind, intensive four month program that focuses on strategic thinking, sales effectiveness, communication, marketing, creativity and innovation on the business front and healthy living on the personal front. Through your participation, you will be transformed intellectually, physically, emotionally and spiritually!!

In the Wealthy, Healthy, Energized Entrepreneur™ Program you will receive and experience:

#### WEALTHY BUSINESS ENTREPRENEUR™ RESULTS:

- Personalized Blueprint for Entrepreneur Business Success™
- Learn how to develop a "Portfolio of Solutions" in the lucrative business market.
- Develop the WHEE 120 Strategic Advantage™ to secure a year's worth of business in just a few months.
- The precise sales and marketing steps you need to take to successfully implement your business success plan with your Ideal Clients and Prime Markets.



Kathleen Caldwell  
Caldwell Consulting Group

#### WHEE 120™ Program Consists Of:

- Blueprint for Planning Success™ to maximize your live sessions.
- Live strategy and Mastermind planning sessions that focus on you, your business, your health and your life. These sessions will incorporate lectures, simulations, collaboration, discussion and of course, fun!
- Four Months/120 days of training via Teleseminar/conference calls (twelve Teleseminars total).
- Monthly group coaching calls for support, accountability and continuous improvement.
- Participation in "Expert Conferences" with faculty members from the WHEE Institute in the areas of business excellence, health, nutrition and exercise.
- Audio rebroadcasts and transcripts from each conference call to reinforce learning and action steps.
- Participation in a worldwide community of successful, positive and talented business owners that are committed to global prosperity, health and contribution.
- WHEE 120 proprietary workbooks,

### **WEALTHY BUSINESS ENTREPRENEUR™ RESULTS:**

- Overcome the blocks and frustrations that have been holding you back from the success you want and deserve!
- Develop confidence in your ability to speak about your products and services to C-Level/High Net Worth decision makers.
- Conquer the outdated “Fee-For-Time” business model and learn new strategies to charge and get paid what you’re worth!
- Overcome the common sales objections that prevent successful client engagement.
- Develop the skills and mindset to become a highly-sought-after “Thought Leader” in your market through writing, speaking and networking.
- Confidently convert “suspects” into satisfied clients.
- Use exclusive “Executive Briefings” and Webinars to connect with your Ideal Clients and target market.
- Learn how to explode the Top 10 myths that prevent a business from growing and prospering.
- Learn how to create new business models and frameworks to expand your business globally.
- Build a referral based sales engine to increase revenue and market share.
- Understand how to initiate and develop strategic alliances, joint ventures and partnerships to expand your results.
- Create your day/week/month/year for optimum time management and freedom. Enjoy more time for fun!
- Learn how to “productize” your services into lucrative, passive and ongoing income revenue streams.
- Renew your enthusiasm, optimism and confidence in yourself and your business! Finally, connect your mind, body and bank account!

### **HEALTHY ENERGETIC ENTREPRENEUR™ RESULTS:**

- Personalized Blueprint for Entrepreneur Health™
- Learn exactly how to break through your health issues and lose the weight, regain the health and vitality you want to enjoy.
- Nutritional instruction and action plans to be at your ideal weight and health.
- Understand why you’re hungry all the time ... and what to do about it.
- Increase strength, flexibility and cardiovascular fitness.
- Personalized lifestyle factors that contribute to a healthy life and business.
- Break out of habits and limitations that have impacted your confidence and excitement about life!
- Reconnect with a childhood passion that will transform your adult body.
- Get your “Mojo” and swagger back! Confidently wear your “skinny business or swimming suit.”

marketing materials, templates and tools to use for your business and with your clients.

- Exclusive, password-protected resource library with additional materials on sales, marketing, social media, competitive analysis tools, strategic planning, networking and management systems.
- “Just-In-Time Coaching” sessions scheduled throughout the four month program. During this time you will be able to consult with me as your business partner as you build on the insights and education gained from our sessions and as you build momentum in your business.
- Special discounts on training and certification programs offered in the future.



Caldwell hosts an Executive Briefing with John McDonough, President of The Chicago Blackhawks.

### **Investment:**

The Wealthy, Healthy, Energetic Entrepreneur 120 Program tuition includes all of the above, plus two strategy days (Jan. 20th & May 18th) is \$1,997.

Payment plans are available.

Due to the exclusive nature of this opportunity, this program will sell out quickly and will not be offered at this price at any time in the future.

The WHFE 120 Program begins on Friday, January 20, 2012.

***What you will NOT receive:***

- Theoretical, “pie in the sky” concepts on how to build your business and improve your health.
- Wimpy, “Atta, girl!” coaching and feedback that may make you feel good, but will not improve you and your business.
- Useless bromides and “woo-woo” sloganeering like “leveraging your synergy!” We will focus on tangible and practical business practices.
- Promises you will double your income or lose twenty pounds in just days or weeks. The WHEE 120 is an intensive and transformative process that will guide you to *Love Your Business, Love Your Body and Love Your Life!*

**During this unparalleled time in history, only the proactive market leaders will be able to take advantage of the changing global economy. The key question is: will you be one of them or will you be left behind?**

**Is the Wealthy, Healthy, Energized Entrepreneur Program a “right fit” for you?**

To ensure that our philosophy, approach and methodologies are right for you and bring you the results you desire, please take a moment to read our view of the “ideal participant in community and collaboration.” Why do this? Simply stated...we can only succeed in meeting your specific objectives if we have are aligned and in communication in our expectations.

**The WHEE 120 program is ideal if...**

- You want to transform your thinking and business to become the success you have dreamed about and know you can achieve with expert advice and support.
- You are looking to understand how to positively and profitably differentiate yourself from other professionals in your marketplace and are committed to doing so.
- You have the serious desire to generate income of six and seven figures in the current business you are in.
- You want to shift your business thinking and paradigms and are willing and open to learning.
- Ready to change the way you manage your business and health to realize your goals.
- You are committed to spend at least 10% of your time working *on* your business, instead of *in* your business.
- You are committed to invest in yourself and your business, both with your work ethic and with a financial investment that demonstrates commitment over the next 4 to 24 months.

**Risk-Free Satisfaction Guarantee**



If after attending the first half of the live program, you are not completely satisfied, please contact one of our representatives before the morning break at the event. Refunds are authorized at the event only. At your option, we will apply your tuition to any Caldwell Consulting Group program or send you a full refund. Simply turn in your workbook and name badge to a CCG representative at the back of the room.

You have nothing to lose and everything to gain. The only risk is inaction. I invite you to demonstrate your commitment to yourself and your business and take action now!

**[CLICK HERE FOR APPLICATION AND PAYMENT INFORMATION](#)**

**Contact Information**

Caldwell Consulting Group, LLC.  
1482 White Oak Lane, Suite 1,  
Woodstock, IL. 60098

PH: 815-206-4014  
Fax: 773-751-5114

**[Kathleen@caldwellconsulting.biz](mailto:Kathleen@caldwellconsulting.biz)**  
**[www.caldwellconsulting.biz](http://www.caldwellconsulting.biz)**

**“More Confidence and Possibilities!”**

“The WHEE Institute has given me an opportunity to transform my business and life into a sea of possibilities and growth.



Thanks Kathleen for being a wonderful coach and guide through this magnificent journey!”

Michelle Filicicchia, President  
Raising The Bar Performance Services  
<http://www.rtbperformance.com>

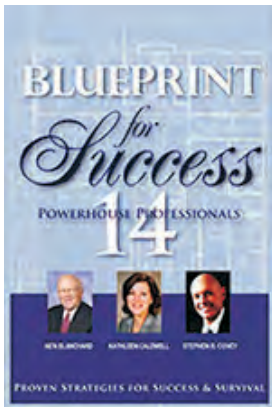
## Enjoy The Fun Of A Successful Business and Healthy Body!

I am leading a Wealthy, Healthy, Energetic Entrepreneur Movement. This movement is born out of my passion and commitment to entrepreneurs being free and prosperous to contribute their gifts and talents so that "everyone wins!" Since 1996, I have had the profound opportunity to expand businesses globally and generate tens of millions of dollars in revenue. I have also experienced the cost to my health and personal life by having my "business run me." I have also learned how to optimize my health and restore my vitality. A goal that was not possible when I was at an unhealthy weight.

For years, I have been asked to gather this extensive experience into a single program. I have been so fully engaged with my business clients that I haven't made the time. However, I recently decided *now* was the right time and this course is that program. It contains the practical experience and wisdom I have gained from my own experiences as an entrepreneur and from my clients about establishing, operating and growing a successful business and having the health and well being for a great life! Through intensive education, coaching, training and participation in several global mastermind alliances, I have developed the most comprehensive wealthy, healthy and energetic entrepreneurial business and personal health building program available.

### About Kathleen Caldwell, President of Caldwell Consulting Group

Kathleen is described by her clients as "challenging, energetic, encouraging and focused on results," and has more than twenty years of experience in business strategy, leadership and team development and organizational transformation with global clients. She is a highly respected business advisor and consultant and member of the National Speaker's Association and International Coach Federation.



Kathleen has created several successful business development programs including: Team Intelligence™, Leader Intelligence™, Creating A Winning Organization and Achieving Sales Excellence. Kathleen is the co-author of the book, *Blueprint for Success* with Ken Blanchard (*The One Minute Manager*). She writes frequently for business publications on leadership and business success.

Caldwell has also received numerous awards and honors including a Congressional Award of Excellence, a 2011 Women of Influence Award by the Daily Herald Business Ledger and holds two

United States trademarks for her work in teambuilding and leadership. A Chicago native, Caldwell is a graduate of Florida State University and currently resides in Woodstock, Ill., with her husband, Michael T. Caldwell.

**Through your participation in this world class, leading edge program you can transform your business and life!**

