COACH START-HERE MAP

How Solo and MonAItizer™ Fit into Your Authority Path

The COACH model is the spine of how you build a real authority business: not by bolting on random tactics, but by moving through the right stage at the right time. This map shows what each stage actually does, the only things you truly need there, and where Solo and MonAItizer™ plug in when you're ready.

C — CHOOSE

Prove you can solve one clear problem for one kind of person with real humans.

O — OPTIMIZE

Turn handcrafted delivery into something recorded, repeatable, and leveraged.

A — AMPLIFY

Become known for a specific method and build a business ecosystem around it.

C — COLLABORATE

Grow through team and partnerships instead of trying to carry everything alone.

H — HARVEST

Own an asset that can be licensed, certified, or sold beyond your direct labor.

C — Choose: Prove It with Real Humans

Stage C is where you stop trying to help everyone and prove you can solve one clear problem for a specific kind of person. Clarity and proof, not polish, are the win here.

WHAT YOU ACTUALLY NEED HERE

One clear starter offer (usually 1:1), one simple path from interest to call to client, and a basic way to track leads and conversations. Anything more is usually premature.

O — Optimize: Turn Proof into a System

Optimize begins once you've proven you can help people. Now you turn handcrafted delivery into something leveraged: recorded, repeatable, groupable, and supported by simple systems instead of just more effort.

WHAT YOU ACTUALLY NEED HERE

A group or leveraged version of your core offer, key parts of your method recorded or structured into modules, basic automation around onboarding and follow-up, and the first support roles or tools so you're not the only engine.

Learn more and continue your path:

JoinTheEveolution.com InstituteofMindSciences.com KimberlyViera.com TheMonAItizer.com

A — Amplify: Become the One Who's Known for Something Specific

Amplify is where a business starts to exist around your proven method. You move from 'someone who helps with X' to someone known for a specific method, story, and result.

WHAT YOU ACTUALLY NEED HERE

A tested flagship program with a simple product ladder, a real content and community ecosystem, and clear brand and method language so people know what you're about in a few lines.

C — Collaborate: Build Through People and Partnerships

Collaborate is where you stop trying to do everything yourself. You build through people: team members, assistant coaches, partners, affiliates, and bigger stages.

WHAT YOU ACTUALLY NEED HERE

Team-deliverable offers and internal training, strong partnerships and affiliate systems, and real internal operations that can hold growth.

H — Harvest: Own an Asset That Can Outlive You

Harvest is where your authority business becomes an asset — licensable, certifiable, possibly sellable. Your method can now be taught, licensed, and expanded without everything depending on you personally.

WHAT YOU ACTUALLY NEED HERE

Licensable frameworks or certification programs, strong IP documentation and legal structure, and a leadership role focused on strategy, media, and stewardship rather than daily operations.

MONAITIZER™ SOLO

Best stage to enter: late C → early O

You've proven you can help real humans, but your method and offer still live mostly in your head. Solo gives you a defined signature system, a clear offer, and a practical path into enrollment — so your Choose and Optimize stages are built on something solid instead of improvisation.

MONAITIZER™

Best stage to enter: O and beyond

You have enough life and business experience that your work deserves a real architecture. MonAItizer™ takes what already works, then extracts, validates, codifies, and commercializes it into a full IP and revenue system that can carry you through Amplify, Collaborate, and Harvest.

Learn more and continue your path:

JoinTheEveolution.com InstituteofMindSciences.com KimberlyViera.com TheMonAItizer.com