



Raising the Bar for Business in New Mexico



Raising the Bar for Business in New Mexico



More than a chamber of commerce or an incubator, the IDSP Business Academy is preparing entrepreneurs for the big leagues with **ABQ LEAP**, a complete business development and training program for qualified Albuquerque Entrepreneurs.



League of Enterprise Accredited Professionals

Our mission is to empower you to build a lucrative foundation and upgrade the performance of your business so you can grow your bottom line, have more time, freedom, and improve the quality of life for yourself and the people you love.

From the Start-Up Game...



Is your business at risk?

Whether you are the Ambitious Entrepreneur that loves to build business at the **speed of thought** or the small business owner who needs to **reach a wider audience** and wants to avoid the suffering of trial and error, you can't afford to take risks with your business. You most likely want to grow your business into a **lucrative enterprise** in the most **reliable** way possible.

Information Overload

Due to constant bombardment of advertising, today's consumers have become more selective about what they pay attention to and study. Because they have learned how to phase out most of the media that they see on the web, cookie-cutter websites, insensitive marketing and dissociative business models are causing an epidemic of **apathetic surfers, disappointed entrepreneurs and broken dreams** while the larger companies with efficient protocols and interactive marketing get the lions share of the profits.

Is your business future-ific?

Trends in internet usage and recent technological advancements have caused so much change in the way we process data that we simply cannot expect to pioneer the 21st century with a model of amateur tools that is not responsive and dynamic enough to **get traction in the new marketplace**.

The Missing Element

Under the banner of innovation, dozens of incubators, hundreds of colleges, and tens of thousands of online courses teach stale strategies, hobby software, numbing tactics, and failing formulas that drain resources and **keep entrepreneurs playing small**, without showing them the most important value creation activity of all, **how to actually go out and get the money!** Overwhelmed with information, the majority of small business owners find simply making decisions a challenge.

Why 90% of Businesses Fail

With so many questions left unanswered, most business owners continue to dig through the haystack of bright shiny objects, looking for the golden needle that's going to be their ticket to financial freedom. Unfortunately this do-it-yourself approach proves **fatal**, leaving the hobbypreneur thinking small, playing small, spinning his wheels, wasting energy, and getting nowhere year after year.

it's no wonder that because of too much information, distractions, and indecision, **90% of business owners burn out**, fail or simply let their dreams die with their business.

The dawn of a new era....

With technology at our fingertips that can fly drones and reach nearly anyone in the world, the promise of **financial independence** and lifestyle of choice compels more people now than ever to ditch their day job and **become their own boss**. Never before in the world's history has there been such an opportunity to bring your service to the majority of the global population.

The **ABQ LEAP** program is specifically designed to help qualified candidates have access to all the **resources and support** they need to develop a **profitable, scalable, sustainable, legacy enterprise** so they can have the financial independence and creativity that supports their **ideal lifestyle**.

QUANTUM

To the Success Story!

It takes work and investment to build a successful enterprise, but with a **complete development and mastery program** that provides the **road-map**, the **training**, the **framework** and **support** needed, one can easily achieve success and financial independence that supports the executive lifestyle.

Given the opportunity to avoid all the pitfalls by learning from the masters and implementing methods that are industry proven as an **easier way** to build, you too can manage and scale your business into the profitable **enterprise of your dreams**.

The way and the means...

Most of the richest men in the world came from poverty but they had a **dream**. You too have a dream and a vision for your business and the only thing holding you back is your own limiting decisions. So, what would your business look like if there was **nothing in your way**? What would your life be like?

Go ahead, imagine yourself as the affluent entrepreneur with **peace of mind** and a profitable business that supports your **ideal lifestyle**. Imagine having time to do all the things and visit all the places you have in mind. Imagine yourself playing in the national or international leagues with the business that you've always dreamed of, because the **ABQ LEAP** provides the way and the means!

Peace of mind and time to live life!

No matter what league you dream to play, you can have peace of mind because with **ABQ LEAP** you have access to all the resources and support to build a foundation in getting paid, create a road-map for success, become the leader in your niche, progress through the evolutionary stages of business, and set your business on a trajectory for success in the big leagues.

Road Map to Destination Success...

Our research indicates that indecision causes stagnation and good decision making builds worlds, but without a destination and a **road-map** to get there you can't decide on anything, nor can you expect results.

We've also found that fundamental improvements in the average business model, such as telling **your unique story** with a website specially designed for **visitor engagement** can drastically improve your bottom line through visitor to customer conversions.

It's conclusive that having a **road-map** of the stages of business growth and **full support** in taking the action steps to master each stage activates the power of decision making which gets measurable results.

With the **right tools and guidance**, the opportunity to avoid all the pitfalls by learning from the masters and implementing business building methods that are **industry proven**, you can manage and scale your vision into the profitable enterprise of your dreams.



I had no confidence with technology before completing the IDSP accreditation course. Now, I can edit my own website!

The continuing education and "aha moments" I get every class keep me coming back.

Rebecca Baines
Standing Bear Healing

Join members like Rebecca Baines. Who got her business working for her and funding her lifestyle instead of working for her business and playing small.

ABQ LEAP is right for you if:

You are the **ambitious entrepreneur** that loves to build business at the **speed of thought** and wants to avoid pitfalls by implementing methods that are **industry proven** to build and **grow successful enterprises**.

You are the **seasoned business owner** who is **serious** about your future, you need to get **more out of your life**, you've got to get **more out of your business** and you would rather stage your business for **success**, fully **supported**, the **proven, easier way**.

You are ready to start-up your new business, you want to **start out on the right foot**, have **unstoppable momentum** and be at the **top** of your league.

Your mission, should you choose to accept it is to stop thinking small and gambling with your business, give yourself the credit and the satisfaction of living the life you deserve by taking a quantum leap toward securing your business dreams.

"There are a few universal steps every entrepreneur must take without fail."

The Entrepreneur's Journey: A Trajectory For Success

With a proven formula and guidance through your major milestones, your highest business and lifestyle goals are entirely within reach.

A business built on the bedrock of enrollment mastery has the foundation for **predictable growth**

Choose the league that supports your income goals and lifestyle of choice.

Focus on:
Irresistible Offer
Networking
Appointments
Consultations
Enrolling Clients

List Build
1 to Few

Authority
1 to Many

Influence
Partners

Institution
Community

Movement
Culture

Social
Network

Membership
Sites

JV Launch
Workshops
Events

Workshop
Launch
Radio
Podcast
Groups

Lifestyle
Vacations
Inter-
National
Estates

Legacy

Call Me
1 to 1

Enrollment
Meetings
Appointments

EBM
Marketing
Retreats
Speaking
Webinar

Lifestyle

Lifestyle
Vacations

Lifestyle
Vacations
Estates

Hobby-
preneur



-\$5,000

-\$25,000

1°

2°

3°

4°

5°

Do-it-yourself-ers can get stuck in "Subscription Hell" until their dreams die with their business.

Your mission, should you choose to accept it is identify your league, set your business goals, and build your business on the bedrock of enrollment mastery so you can have the foundation for predictable business growth.

L

LEAGUE

E

ENTERPRISE

What operating system is your business running?

How do you track your work-flow?

Your computers, phones and video games all have **operating systems**. All major corporations use a business operating system, and if you're not using one, you're playing small and losing money. Now with the **ABQ LEAP** program, you too can have a **professional business operating system** to manage all of your business data.

Marketing

Sales

One Login to Rule Them All

You no longer have to keep a little notebook of passwords or teach your employees how to use a dozen interfaces because with the **XpanZion Integrated Enterprise Platform** and LEAP training, you can manage your entire business with **one master control panel**.

A Framework for Efficient Business

The corporate world has invested billions of dollars in analyzing efficiency and building enterprise software that fully supports efficient management of their operations and now that technology is in your hands.

The Enterprise Edge: Why play small when you can have it all?

Your profit is proportional to your company's efficiency.

Consumer-grade software takes time to learn and destroys value. Your business becomes efficient by identifying and eliminating **Value Destruction Activities (VDA's)** and replacing them with **Value Creation Activities (VCA's)**.

Running your business with enterprise software eliminates **Value Destruction** associated with multiple systems and replaces it with the **Value Creation of system integration and business automation**.

Internal

Events Web Blog Cart Funnel Surveys Mail CRM Contacts Scheduling Inventory Discuss Purchases Accounting HR

Enterprise Framework ERP

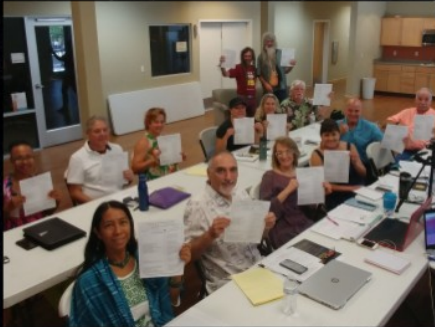
Enterprise Resource Planning

For Your Security

Your data is safe because every account is hosted in it's own encrypted database in a private cloud. With multi-user permissions for employee access levels, you have true administrative security with full control of all parts of your enterprise and your data.

Your mission, should you choose to accept it is to eliminate **Value Destruction Activities** by streamlining your data management so you can get your business creating more value for you and your customers.

XPANZION
ULTIMATE BUSINESS DESIGNER



IDSP BUSINESS ACADEMY



In one semester you will become a fully competent enterprise professional with a profitable business and a tribe of raving fans.

Your semester begins with the live classes and the art of enrollment workshop so you can get paid sooner. Next, you will pinpoint in on your unique message and specific audience. Then, you will define your customer journey and infuse it into your marketing and the branding of your website. The semester will be rounded off with designing your automated marketing and delivery sequence.

16-Week Enterprise Mastery Classes:

Master your marketing message and your business control panel in 16 weeks with live classes & labs.

8 Enterprise and Marketing Workshops

Pinpoint your unique marketing message, define your customer journey, infuse your message into your website and automate your marketing in 4 Workshops and 4 1:1 coaching sessions.

Your Enterprise Community

You will have the advantage of connecting with other enterprise members by coming to workshops classes and events.

Unstoppable Momentum

With email reminders for your classes, you will quickly master your control panel and build your website with a list builder and a fully automated sales and delivery sequence so you can have unstoppable momentum with your business!

-16-Week Marketing and Enterprise Mastery Course

-8 Workshops and Labs

-Enterprise Accreditation Ceremony & Certificate

-Profitable website with automated marketing sequence

-Qualification for ongoing LEAP services



Your mission, should you choose to accept it, is to get all the training and support you need to manage and market your business in one semester or less so your business growth can be predicted and profits sustainable.



A

ACCREDITED

TAKE YOUR BUSINESS FROM FACE-TO-FACE TO CYBER-SPACE...

THE FUNNEL FRONTIER

So your business can boldly go
where no business has gone before!

Welcome the the Google-pocalypse where the market
has reached saturation and trust has been lost.

According to the Edelman Trust Barometer: People
have lost trust in authoritative marketing.

To regain trust, we must change our message to
meet the changes in the marketplace.

Standing out in a saturated and jaded market takes
creating trust by telling your unique story and giving
your visitors a rewarding experience.

Engagement marketing and experience
products have up to 90% enrollment and
completion rate!

If you're going to brand...

Module One: BRAND

Your EZ-Funnel Experience
begins here!

You'll start by setting up an account, uploading branding assets and
pointing your domain name.

Completing this module will give us what we need to make your funnel
grab your visitors' attention, tell them what it is and give them a reason to
enter your marketing funnel.

then
BRAND

Identifying your unique story that nobody else is telling.

Module Two: XPAND

Give them what they want...

Automation of your marketing
Funnel with a Bird's-Eye-View normalizes challenges and gives your
visitors constant wins, peak emotional experiences, a vision of their future
selves and a way to buy your product.

Completing this module will enable you to build a huge following with your
very own personal cash-flow machine.

to
XPAND

Keep their attention once you have it.

Module Three: DEMAND

Sell them what they need!

Now that your customers can buy,
we can set up your automated product delivery.

Installing your program content and follow-up email sequence normalizes
challenges, gives them constant wins and unstoppable momentum so
they can meet their "Mission Accomplished" and you can meet yours!

& Meet the
DEMAND

Buying and delivery as attractive/experiential as the marketing

EZ Funnel Formula

PROFESSIONALS

How It Works

ABQ LEAP is a fast-paced continuing education and full business development program for **Ambitious Albuquerque Entrepreneurs** who wants to grow their businesses with a proven formula and unstoppable momentum.

You will take **quantum leaps** with your business.

ABQ LEAP is an academic Chamber of Commerce where you will be fully supported in:

- Clearing your limiting beliefs and **establishing the progressive mindset**
- Discovering the **unique marketing message** that makes your business stand out in a saturated market
- Dialing in the **specifics** of your business goals
- **Pinpointing** the exact level of business you are at
- Connecting with new clients and creating a foundation of **cash-flow** in your business level
- Shaping your business to **support your lifestyle**
- Finding the quantum **milestones** for your business life-cycle
- Designing a custom growth plan with a **road-map** for achieving your milestones
- **Exceeding** your highest business aspirations and **setting your bar higher**

Make your business **stand out** in a saturated market.

Never mind the silly stuff. First we will help you get to **making more money now**, then, with **weekly classes** and **labs** to get you accredited, **monthly marketing milestone workshops** to **discover your unique marketing message** and the **software** to get your business working for you, we will help you pinpoint in on **your unique marketing message**, map out **your customer journey**, weave it throughout **your website**, generate **your new leads**, and create **your automated list building funnel** that will continue to grow **your business**, year after year!

There's **no limit** to how high you can **LEAP**!

With 3 primary leagues and 3 major-leagues and **road-map for crossing your milestones and achieving your business goals**, there is literally no limit to how high **your business can LEAP**!

Advancing through **one league per year** (or faster with done-with-you and done-for-you upgrades) the **ABQ LEAP** staff will help you find your business bearings and guide your progress through the leagues so you can reach and clear the business bar you've set for yourself.

Master your business control panel in **one semester**.

As soon as you register, you can begin attending the **18 weekly classes** that will allow you to become proficient in using **your new enterprise software control panel** to build and manage your business, the professional way. And with full participation, in **only 4-1/2 months**, you will have a **new, more profitable business**. At the end of the semester, we will hold a special **accreditation ceremony** where you and your fellow members can **receive your certifications** and **celebrate your achievements**.

You will have a **fresh business image** in only 16 weeks.

In only 4-1/2 months, you will make the **quantum leaps with your business** that will literally give you **more free time**, get you enrolling **more clients**, making you **more money** and **changing the way you think, live life and do business forever**.

Welcome to the **LEAP Community**

With your accreditation and your business in an enterprise software system, you will be part of Albuquerque's most evolved entrepreneurs: an elite community of forward-thinking, executive-level visionaries, who have dialed in their trajectory for success. In every class and workshop you will be connecting with a **community** of amazing peers to learn with and help you **grow your business**. Many of our alumni **strategize** at training events and **collaborate** to promote each others' businesses and **create new projects**. So of course, when you attend the classes and workshops you will be inspired with fresh ideas and encouraged by fellow members, who can help you promote your business and may be your **future business partners**.

With **ABQ LEAP** you literally have **all the support you need** to put your business on the **fast-track for success**!

IDSP
BUSINESS ACADEMY

Your mission, should you choose to accept it is to choose which **membership level is right for your business and LEAP into a whole new league!**

LEAP Basic

Our most basic do-it-yourself membership includes:

- Scalable Development Plan
- Enrollment Mastery Accreditation
- Workshops & Classes
- Marketing Mastery Accreditation
- Enterprise Mastery Accreditation
- XpanZion Control Panel

DIY

LEAP VIP

Our hands on membership with live training includes:

- 1 to Few training and co-working labs
- Social Media Marketing
- Scalable Development Plan
- Enrollment Mastery Accreditation
- Workshops & Classes
- Marketing Mastery Accreditation
- Enterprise Mastery Accreditation
- XpanZion Control Panel

DWY

LEAP Elite

Our hands free "Built for you" membership includes:

- 1 to 1 consultations and strategy sessions
- Automated Marketing Funnel
- Social Media Marketing
- Scalable Development Plan
- Enrollment Mastery Accreditation
- Workshops & Classes
- Marketing Mastery Accreditation
- Enterprise Mastery Accreditation
- XpanZion Control Panel

DFY

Case Study

Xeriscape Council of New Mexico

In 1986, green-industry professionals interested in water conservation formed the Xeriscape Council of New Mexico, a non-profit 501(c)(3), to offer educational programs, training sessions and conferences on resource efficient landscaping and related subjects.

Mission:

the Xeriscape Council of New Mexico strives to bring together landscape professionals involved in design, construction and management companies, homeowners, farmers, artists, business people, teachers, hydrologists, ranchers, climatologists, wildlife advocates, and policy makers to find equitable ways to share our state's water.

Each year in February, the Xeriscape Council of New Mexico hosts their annual Land and Water Summit.

2019 Land & Water Summit

February 28 & March 1, 2019

Right Brain/Left Brain
Working Together for Whole Brain Solutions

For Registration, visit
landandwatersummit.org



The Xeriscape Council decided to use the XpanZion Enterprise platform to promote and run ticket sales for their 2018 & 2019 events...

With XpanZion, they were able to import their 2000+ contacts and send mass email campaigns to them.

Also, they had three ticket options with 5 coupon code options and were able to collect information from attendees including their areas of expertise and food choices.

By the time ticket sales closed in 2018, they had generated over \$20,000 in sales!

You are in good company...

Tom Burns



Mobile Windshield
Repair
pitstopabq.com

Kym Loc



Artist & Art Classes
KymLocDesigns.com

Karen Hammer



Vegetarian Restaurant
vibrance-vegetarianabq.com

Chloe Rachel Galloway



Author & Writing Coach
ChloeRachelGalloway.com

Sophia Guido



Commercial Cleaning &
Janitorial Services
janpronm.com

Dr. Joe Kasper



PowerPack³

Nutritional Supplements
& Goat Protein Powder
powerpack3.com

Non-Profit members...



TranscendingthePINK.org
Breast Cancer PREVENTION & HOLISTIC Healing



IDSP **BUSINESS ACADEMY**

<http://theidsp.net>

<http://abqleap.org>

**Click Here to
Enroll Now!**