

**Debra Russell, Certified Business Coach**  
**Coaching for Creative Professionals and the Professionally Creative**  
**MENU OF SERVICES**

### **Artists Marketing & Business Academy**

A monthly subscription to the ArtistsMBA gives you access to 100+ hours of recorded classes organized into 5 Learning Tracks. So you can learn what you need to succeed.

The Foundation Program gives you the basics. The Professional Program gives you the nuts and bolts of “how to” implement the concepts into your business. All for a very low monthly tuition. This is a DIY program and does not include personalized coaching.

For more information go to: <http://artists-edge.com/products/invest-in-success>

### **Artists Marketing & Business Academy Mastery Lab**

The Mastery Lab augments the educational value of the ArtistsMBA programs with access to more personalized support and coaching from Debra Russell. In addition to access to all classes and interviews available in the ArtistsMBA, the Lab provides:

- 2 calls/month of live coaching with Debra Russell to answer your questions (calls are also recorded and available for download later)
- Participation in the private Facebook Group, which gives you access to the amazing Mastermind resources and support from your fellow Lab Members as well as the periodic online coaching from Debra Russell
- Transcripts for all of the ArtistsMBA recorded classes

For more information and to enroll go to: <http://artists-edge.com/products/artistsmba-ml/>

### **Private One-to-One Coaching – 2 1-hour Sessions per month:**

We will work by telephone for one hour, 2 times per month. Expect to spend a minimum of 5 hours each week between sessions taking significant action to realize your goals. Additional support is available by e-mail and telephone between sessions. **This package is best suited to someone who is ready to take significant action to go to the next level and looking for more support to help them achieve those results.**

Private clients have full access to the **ArtistsMBA Mastery Lab**. Your commitment is to a minimum of 6 months coaching. Once the initial 6 months is complete, the agreement is month to month. To complete your coaching agreement you must give 30 days’ notice.

### **Personal Breakthrough Session**

Using NLP and Ericksonian Hypnosis, Debra Russell will facilitate you eliminating a fundamental belief or issue that has been holding you back. For more details on this incredibly powerful process see:

<http://artists-edge.com/services/personal-breakthrough-session>

All One-to-One Sessions are scheduled to suit the client and coach’s schedules. Appointments cancelled or missed without sufficient notice are not rescheduled. Payment by Visa, MasterCard or Discover credit or debit card.

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**Fee Schedule**

### **Mastery Lab**

1 Year Commitment with 30 day money-back guaranteed trial

PIF (2 months free)	\$1,970
3 Payment Installment Plan	3X \$697
12 Payment Installment Plan	12X \$197

### **Mastery Lab With Multiple Streams of Music Income Self-Study Course Included:**

PIF (2 months free)	\$2,070
3 Payment Installment Plan	3X \$730
12 Payment Installment Plan	1X \$297 then 11X \$197

**Mastery Lab Private Coaching Session Discount** **\$275/hour**

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### **Private One-to-One Coaching**

Standalone Consultation Session (doesn't include Mastery Lab) \$300/hour

2 1-hour Sessions/Month - 6 month Min\* \$500/month

#### **Discount Packages:**

6 Month - PIF (1 session free)	\$2,750
6 Month - 3 Payment Installment Plan	3X \$950

Additional sessions may be purchased in any given month \$150/session

\*One-to-One Coaching package (6 month minimum) includes ArtistsMBA Mastery Lab

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### **Personal Breakthrough Session**

Session includes approximately 6-7 hours over a 2 week period \$1,500

In person or via video conference/telephone

3 Payment Installment Plan (must be PIF before first session) \$ 600/installment

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**Private One-to-One Coaching (cont.)**

**Options after initial 6 month commitment is completed**

Continue with package indefinitely with 30 days' notice to complete \$500/month  
(Includes Mastery Lab and all bulk pricing packages are also available)

Purchase individual sessions as needed – no access to Mastery Lab \$300/session

Purchase a block of sessions – no access to Mastery Lab

Block of 5 Sessions (must be used within 6 months of purchase) \$1,375

Block of 10 Sessions (must be used within 12 months of purchase) \$2,600

Access to Mastery Lab may be purchased separately and would include the discounted private session rate.

All One-to-One Sessions are scheduled to suit the client and coach's schedules. Appointments cancelled or missed without sufficient notice are not rescheduled. Payment by Visa, MasterCard or Discover credit or debit card.