



# Turn Your Passion into a *Thriving Practice*

Are you looking to establish or grow your counselling or executive coaching practice? We offer a unique, out-of-the-box solution with everything you need to start your private practice.

## **Positive Breakthroughs helps you turn your passion into a thriving practice**

Are you looking to set up a private counselling practice, life coaching or executive coaching services? We offer a unique, affordable out-of-the-box solution that provides you with everything you need to start your business.



# Breakthrough Business Model Ready to Go Practice

Our **breakthrough business model** is the first of its kind in the world. Everything you need to set up or grow a successful private counselling practice, life coaching or executive coaching service, is already done for you. We take the hard work out of establishing your practice so that you can focus on creating a high-value, purposeful, fulfilling life for yourself and your clients.

Positive Breakthroughs' **affordable membership** offers you the following benefits:

1. Ready-to-go practice
2. Trusted premium brand
3. A widely marketed and advertised name
4. The backing of a successful business
5. Exclusive right to practise in your State
6. Ongoing training and mentorship
7. Extensive operations support
8. Web development and promotion
9. Client support
10. Access to our extensive community and network

All of these benefits will be yours at an unbeatable price point!

## 1. Ready-to-go practice

There is no need to reinvent the wheel, and there is nothing more for you to do. We provide the blueprint of everything you'll need for your practice, from recruiting and retaining excellent providers to offering clients a unique and high-quality experience.

## 2. Trusted premium brand

Positive Breakthroughs is a successful business and premium brand. We have been featured in publications including CNN, Entrepreneur, The New York Times, and many other news outlets. By becoming a member, you become an owner of a practice capable of upholding Positive Breakthroughs' quality standards.

## 3. A widely marketed and advertised name

Positive Breakthroughs' marketing and advertising is like no other. Founder Liza Pavlakos regularly promote and feature our business in her international keynote speaking tours to thousands of people around the world.

## 4. The backing of a successful business

By partnering with us you get the benefit of our name, our network and our processes. We use an innovative software program, Coaching Loft, exclusive to us, developed in conjunction with a reputable software company, that enables you to keep track of your clients and business. You will also have access to our in-house recruiter, HR professionals, healthcare professionals, marketing professionals, web professionals, and more.

## 5. Exclusive right to practise in your State

Other Positive Breakthroughs practices are helpful neighbours, not competitors. We will not take on another practitioner in your State. So whether you are a life coach, executive coach or counsellor, you will enjoy the exclusive use of our brand within your State, for your practice.

## 6. Ongoing training and mentorship

Our members are mentored for the life of their membership. As soon as you join, you will be given 7 days online training with a dedicated support person, and ongoing support. You will also have access to our founder Liza Pavlakos to work with as your mentor, who will help you grow your skills with her knowledge and expertise.

## 7. Extensive operations support

You will receive exhaustive backend support including credentialing, medical billing, scheduling and reception, electronic health records, website development, and more! You won't find anything like this anywhere.

## 8. Web development and promotion

At Positive Breakthroughs, our web development team is exceptional. We are number one on many internet searches, beating both local providers and national companies. Your membership will give you the benefit of a professional website as well as ongoing website development and maintenance.

## 9. Client support

You will never be alone when it comes to running your business. We will support and guide you through the whole process of setting up and growing your counselling or coaching practice. Getting the right support will enable you to reach out to more clients who need your help.

## 10. Access to our extensive community and network

When you join Positive Breakthroughs, you become part of our family! You get access to our network of other Positive Breakthroughs global partners and share experiences with a like-minded community in our private Facebook group. We also host a lively monthly training and group videoconference calls where we talk about current issues and trends to keep you up to date with what's happening in the industry.

## You will receive all these benefits and more at an unbeatable price point!

Our operational services, while incredible, are a fraction of the cost of DIY. We truly believe a Positive Breakthroughs practice can be launched and operated more affordably and effectively than any other counselling practice in existence.



**We are a business that gives back. We rise by lifting others.  
Our business is built not just to empower you, but your clients as well.**

Positive Breakthroughs began in 2020 at the start of the Global Pandemic, after founder Liza Pavlakos, a well-known keynote speaker, found a real need for mental health providers to provide support and care to others. At the end of each of her speeches, she found that she was always referring people to mental health services. However, in certain countries these services were not readily available.

Positive Breakthroughs was set up to serve those falling through the cracks of the current mental health system. Our goal is to partner with well-qualified counsellors and executive coaches to help us extend our exceptional counselling and life coaching care across the globe.

We want to impart to you all of the expertise, trade secrets and support you need to run a successful business and faithfully reproduce the cheerful experience clients have come to expect at Positive Breakthroughs.

**“I am only one person, and I can only do so much.  
I want to equip people, to help more people.”**

Liza Pavlakos never thought she would start Positive Breakthroughs. She is a successful businesswoman and acclaimed keynote speaker with a powerful voice on successful entrepreneurship and authority on mental resilience. Although she has energized thousands to discover their hidden potential and attain their goals in the face of the toughest challenges, she has also discovered many people whom she met on her speaking tours have open wounds within them that needed healing.

She understood what it was like to have no opportunity, no family, no finances, and no emotional backing to overcome life's challenges. She wanted to change the narrative and leave a legacy – to give the individual solutions and not take from them. She wanted to build a business built to **empower**, to give the individual the opportunities she never had.

This is where Positive Breakthroughs come in. We want to expand to all countries so that more and more people will have access to quality mental health services.

**Will you join us?**

***The new standard for counselling therapy practice***

We work with a team of experienced chartered psychologists, psychotherapists, counsellors, life coaches and executive coaches who are passionate about improving the mental health of individuals and committed to offering them the right therapy.



# Frequently Asked Questions

Common questions about Positive Breakthroughs.

## How much is the membership for Positive Breakthroughs?

A membership with Positive Breakthroughs is the most cost-effective way of running or starting your business. Our yearly fee is much lower than other organisations who charge fees in the high thousands. What's more, we will never take a cut out of the profits you make from your practice. **All the profits are yours to keep.**

There is absolutely no catch.

**Contact us** to find out more.

## What other costs are involved?

The only costs involved is the yearly membership fee.

You are, however, responsible to arrange and pay for your own qualifications or accreditation, and your own professional insurance.

## What are the terms and conditions?

To become a member with Positive Breakthroughs:

- You must be licensed
- You must have your own insurance
- If you are not a practising psychologist, you must be able to refer your client to a psychologist if there is trauma involved, if you are not able to refer your client, we can work with you to refer your client to a registered psychologist in your State.
- If you are not qualified, you can arrange for your own accreditation (at your expense) through our partner organisations (Life Coaching Academy and Australian Institute of Professional Counsellors), and you will have to pay for your own course(s). Positive Breakthroughs does not pay for courses.

## What if I don't have the right qualifications?

You may contact our partner organisations Life Coaching Academy and Australian Institute of Professional Counsellors (AIPC) to obtain the correct qualifications for your field of study.

As a counsellor, you need industry linkage for professional recognition, and our affiliation with them will ensure you get the supervision, support, and recognition you need to succeed in your practice.

You must organise, and pay for, your own qualifications.

## Do you accept qualifications from any institution?

You will have to tell us who you studied with, because we require our providers to be internationally accredited. It is a requirement to have studied a course that is approved by the International Coaching Federation (ICF).

You may also arrange to study with our affiliated organisations Life Coaching Academy and Australian Institute of Professional Counsellors (AIPC) to ensure you have the right qualifications.

## Where can I get the right qualifications from?

We recommend getting your qualifications from our affiliated organisations Life Coaching Academy and Australian Institute of Professional Counsellors (AIPC).

## Does Positive Breakthroughs supply clients for me?

We do not guarantee clients, and we do not look for clients on your behalf. However, being a member means you can use the Positive Breakthroughs name, reputation, network and systems, and you will never be stuck on how to find and manage clients.

## Does Positive Breakthroughs take a cut of my profits?

No, we do not take a cut off your bills or profits. Everything you make off your clients belong to you.

## Do I need my own insurance?

Yes, you must organise and pay for your own professional insurance.

## Can I bring in my own clients?

Yes, you may bring in your own clients. We do not provide clients for you. However, membership with Positive Breakthroughs allows you to use our premium brand name that clients trust and love.

## Does Positive Breakthroughs retain my clients if I cancel my membership?

No. **You may keep your clients** if you cancel your membership. However, if you cancel or don't pay your membership fees for the year, you will lose the exclusive right to practise in your State, and someone else will take your place in your State.

We do not sign anyone else (whether that would be life coach, counsellor or psychologist or psychiatrist) in a State if there is already a Positive Breakthroughs member in that State.

## Does this apply for EAP or individual counselling sessions?

You may choose to run your practice to provide individual counselling or as an EAP (Employee Assistance Program). Positive Breakthroughs is set up for both business models.

## What is meant by "exclusive right to practise in my State"?

It means that only one Positive Breakthroughs member can practise in a State in a country. It doesn't matter if you are a life coach, executive coach, counsellor or psychologist, if you are a Positive Breakthroughs member, you will be the only one to practise under our umbrella in your State.

If you cancel your membership, you will lose your territory. Positive Breakthroughs will assign someone else for that territory, and that person will remain the sole practitioner in that territory until they cancel their membership.

## What if I want to be the only Positive Breakthroughs member in my country?

You may choose to extend your membership to give you the right to practise in your country, rather than an individual State.

If you choose this option, your membership fee will be calculated by the number of states or territories in your country. For example, if you want to be the only Positive Breakthroughs member in Australia, we will calculate your membership fee by multiplying the fee by eight (six states and two territories).

Additionally, you may choose to purchase membership for more than one State in your country. We recommend doing this if you want to expand to eventually practice in the whole country. Your membership fee will be multiplied by the number of states you choose to practise in.

**Contact us** to find out more.

## What type of support do you offer?

As soon as you become a member, you will have a dedicated person to support you for the first 7 days with any questions you might have. You will also have personal access to Liza Pavlokos to work with her as a mentor.

After that you can email Positive Breakthroughs at any time with any concerns or questions you might have. You will also have access to our private Facebook group, where we host monthly videoconferencing calls so that you can have your concerns or questions answered.

## What if I cancel my membership?

If you cancel your membership, or don't pay the yearly fee, **you may keep your clients**. Positive Breakthroughs will not take your clients, nor will we take a cut of your profits. However, you will lose your exclusive right to practise in your State under the Positive Breakthroughs umbrella, as we will assign the right to someone else.



## Start your own breakthrough business model today! Take the next step and contact us.

We appreciate your interest in starting your own Positive Breakthroughs business model.

Positive Breakthroughs is here to ensure that you have a business model that works in your favour. We make sure our services are of the highest quality.

If you're interested in starting your practice, complete our "Request for Consideration." We will review it immediately and get back to you.

Sincerely,

*The Team at Positive Breakthroughs*