



# HealthPreneur®

VISION 2027



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# IMPACT

It's **January 1, 2027** and Healthpreneur moves forward with purpose, eagerness, and clarity on our path to helping 1 billion people transform their lives.

We are so blessed to help so many “root cause” health professionals turn their dreams into a reality in the service of others.

We have now closely worked with and transformed the businesses (and lives) of more than 20,000 health professionals and coaches helping them create more time and financial freedom and helping them live a life they absolutely love. Collectively, our clients have helped more than 1 million people to better health and they've generated more than \$1 billion in revenue.

We are intentional and clear in all that we do and we never compromise our long-term objectives for short term gains.

We are a principle-based company that operates with a high level of integrity and care in all that we do. We strive for excellence and always do our best.

We are growth oriented and we are a product of our own product - great coaching that leads to transformation. And we understand that no individual is greater than the synergistic magic of our team.

Nothing we do is small. Everything is launched at scale for maximum reach and impact.

Thus, we are very strategic and “picky” about the projects we choose to pursue and bring to life because we understand the dangers of dilution and complexity as we scale.

We have become a household name not just in the health community but in the entrepreneurship community at large. Even though our work primarily helps health entrepreneurs, everything we do in some way shape or form, moves us towards our vision of creating a world where every man, woman, and child has the opportunity to become the healthiest and wealthiest version of themselves so that they can wake up each day with purpose, contribute through meaningful work that feels like play, and live freely and abundantly.



## **OUR CLIENTS' TRANSFORMATION**

Everything we do is built to help our clients succeed. This is our North Star. The more they succeed, the more we do. We don't care about arbitrary awards and accolades like being #1 in the industry or being one of the fastest growing companies. We only care about being #1 in our clients' hearts.

Every day, the clients we help wake up with a sense of purpose because they love what they do.



## OUR CLIENTS' TRANSFORMATION

They are financially free to do what they want. They have the time freedom to be present with their family. They are able to be with their family in the morning and always together for dinner at the end of day. They are able to travel several times each year and create magical memories. All of which are possible because of the great business they've built with our help.

Our clients don't just come to us for information and strategy. More than anything, they choose us, get great results, and stay with us for years because of the transformational results we help them achieve because we actually care about them and their success. Our coaching, proven strategies, and the way in which we help them build necessary business and leadership skills is second to none.

And above all else, their businesses grow because we help them grow as people.

Our clients contribute in ways that improve peoples' lives and they have no goal of retiring because they love doing meaningful work, and they are fulfilled by the contribution they are making. They are inspiring examples for their friends, families, and colleagues.

Our clients are game changers in their respective fields and often sought-out for interviews, podcasts, and speaking engagements. Collectively, we are impacting hundreds of millions of peoples' lives for the better. We are helping people every day out of suffering, to better health, and financial freedom.



YOU CAN ALSO  
SAY OAA

## OUR COACHING PROGRAMS



Launched in October 2023 to serve the enormous market of less experienced health professionals and coaches who tend to also be earning less than \$5k/month, OAA is a much more affordable and accessible entry-level coaching program that has now helped more than 7,500 clients get traction online, grow their audience, build their confidence helping clients, and breakthrough the \$5k/month ceiling they'd been stuck at.

These clients have also developed skills, traits, and beliefs that are required to be successful entrepreneurs and their transformations in just 6 months are truly remarkable.

Because of the growth they experience and the trust they now have in us, at least 25% of these clients have ascended into our main coaching program - Health Business Accelerator™ - to help them scale and buy back their time.

Meanwhile, more than 70% of our remaining OAA clients renew for another year because of the invaluable support they receive and the growth they experience as individuals and within their business.



## OUR COACHING PROGRAMS



YOU CAN ALSO  
SAY HBA

Since 2017, our HBA program has transformed the businesses and lives of more than 10,000 clients - all health professionals and coaches. And we continue to enroll 100+ new clients per month.

Because we provide a simple and proven business model and focus on skill development in the areas of marketing and sales, our clients are able to attract all the clients they can handle before having to scale their team and operations (which is where HBA Mastery comes into play).

We continue to favour character traits over business experience when selecting the clients we work with. And we continue to attract clients who are world class “root cause” healers who, when the right prospects come through their door (virtually), have unshakable confidence that they know they can help them.

We only work with those health professionals and coaches who have **CONFIDENCE** in their ability to make a marked difference in someone’s life, have the **COURAGE** to move through fear, and have the **COMMITMENT** to building a great business and creating massive impact - no matter how many bumps they encounter along the way.

Without exception, every single one of our clients becomes a better person and a more valuable business owner with our help.

On average, our clients see a 500% ROI within 12 months of being in the program.

## OUR COACHING PROGRAMS

Our clients love working with us and consider themselves “lifers”. We bring them so much value, provide an inspiring community, and truly care about them.

Our clients say that we are by far the best investment they’ve ever made in themselves and their business. They are inspired by our team, our values, and our commitment to both our growth and their growth. They say that they know we ACTUALLY care. They tell everyone they know about how amazing we are to work with.



This is a tight-knit group of HBA graduates who all needed the next level of support and strategy to go from \$25k/month to building multi-million dollar coaching businesses and impactful brands.

Our clients here are game changers, big thinkers, and have embraced the role of CEO in driving their companies forward. It is no longer just about them. It's now a bigger mission to transform their respective markets and build the right team and infrastructure to make that happen.

We support them in that process by sharing the very principles and playbooks that have allowed us to build a multiple 8-figure business with a truly special company culture.

Our Mastery clients are the linchpins in their respective markets. True leaders who are invited on podcasts, summits, and to speak on stage.



## OUR COACHING PROGRAMS

We believe that at this level of business, community matters most. That's why we organize two 2-day Masterminds and one "Growth Retreat" (3-4 days) each year where these clients come together, deepen their relationships, and "talk shop" in a more relaxed, inspired, and enjoyable fashion than just sitting in a boardroom.

These in person events allow deeper connection and create life-long memories, forever friendships, and experiences that create major breakthroughs for their business and themselves, personally.

Aside from our in-person events, we provide weekly deep-dive trainings that help our clients with their product, process, people, and profit - ultimately helping them build a well-oiled machine that can run without their constant involvement.

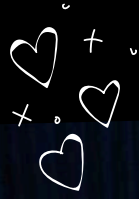
Since growing their teams is an integral part of this journey, we not only coach the business leader but provide the coaching, resources, and training to help them build and grow their teams with the very systems and processes that have helped us build an incredible company culture that has allowed us to scale to more than \$75M in revenue.

We have 100+ highly-engaged clients who contribute so much value that this community - in and of itself - is even more valuable than the content we provide. As a result, they stay with us for life.

As our HBA Mastery group has grown in size, we have splintered off our highest level clients doing above \$3M in annual revenue into a "Mastery Elite" pod where they are able to have higher level conversations with those at similar levels of growth.

For all of our HBA Mastery clients, it's more than a coaching program or a mastermind. And being part of this group is infinitely more valuable than just another expense on their balance sheet. It's a second family that they could never see themselves parting ways from.

OUR HP FAM  
MURAL!



WITH HEART

BE GREAT  
DO GREAT



HEALTH  
COACHES



HEALTH PROS



PROFIT  
PEOPLE  
PRODUCT



### MARKETING

Our marketing is everywhere. 24/7, 365 days per year, our perfect clients see our ads on Facebook, Youtube, TikTok, LinkedIn, and Google. We eagerly test concepts that are out-of-the-box so that we stand out and grab attention in new and exciting ways. We spend a tremendous amount of money on advertising because we understand the value of being omnipresent and because we see a 10:1 ROIs (or better) from all of our ad spend. We track everything like a hawk and always know with 100% accuracy where every new sale comes from. The more we invest in ads, the more our business grows, and the more people we can help.

As heavily as we invest in ads, most of our clients now come from organic and social content. We put out the most useful content on Youtube that has allowed us to now get in front of millions of our target audience across all of social and content channels.

Our email is 500,000 people strong and the emails we send out add massive value and move people to action (ie. book call, work with us) every single day.

People love our content because of how helpful it is and because we always tell the truth - even if it's hard to hear.

We aren't afraid to be polarizing with our content because of how firmly we believe in our philosophy on business and life.

Our marketing team obsesses about the nuances that underpin winning content so that we "formulaically" create content that hits with our audience while being 100% true to our philosophy and on brand.



## CHANNELS OF IMPACT

### OUR BRAND

When people think of Healthpreneur® they think: TRUST and TRUTH.

We have an impeccable reputation and although we're not perfect, our audience, clients, and team members feel "safe" with us because they buy into the mission that we're here to accomplish...which is to equip health professionals and coaches with the business skills and proven business-growth strategies they were never given in school so that they can reach, teach, and influence more people to better health.

Healthpreneur® is a household name within our industry, even amongst professional schools and certifying bodies. When health professionals and coaches think of growing a successful coaching business, they immediately think of us.

We are the "premium" brand in the industry and continue to be the best solution for those who also believe that the future of healthcare and coaching is online.

We run our own race. We don't compare ourselves to anyone. We don't play for short term wins. We build for lasting legacy. We obsess about our clients, not the competition, which is why we are always ahead of the curve with new innovations that help us create a category of one.

When people think of Healthpreneur® they immediately know they're in the presence of expertise, quality, integrity, unparalleled support, and transformational results.

In short, we are competent and we really care.



### PODCASTS & SPEAKING

Yuri's inspiring and no BS thoughts and ideas have permeated the entrepreneurial world and he's been invited to speak on the biggest podcasts like the Ed Mylett show, Impact Theory, the Tim Ferriss Show, Harvard Business Review, and many others.

The purpose of Yuri being on other podcasts is to provide immense value and expose our brand to larger audiences so their listeners, in turn, subscribe to our podcast, follow us on Instagram, and consume our content. Eventually, we know that growing a following that eagerly consumes a lot of our content will generate a flood of high quality clients.

Yuri chooses his in-person speaking engagements very carefully as he values being with his family more than traveling the world speaking. When he does speak on stage, it's in front of 1000s of people who are our perfect clients or in some way will benefit from our message. He either gets paid his full speakers' fee or is able to invite attendees to a private lunch (at the event) where we are able to discuss next steps to work with us.



## CHANNELS OF IMPACT

### YOUTUBE

Our Youtube channel provides the deepest and most useful content that is specifically designed to help professionals and coaches grow their businesses online. We care less about the size of our following (which is now in the 2000s of thousands) and more about ensuring the content we create appeals to the exact people we want to serve.

We create quality content that touches on all aspects of building a successful online business and become who you need to be (as a person) to make that possible.

We post tactical long-form content on Sundays.

On Wednesdays, we post our more “off the cuff, No BS” #Winning videos which have become a crowd favourite and one of the biggest needle movers for regular viewers/listeners to ultimately work with us.

Additionally, we create and post beautifully produced mini client documentaries that highlight the impact they are making in their clients lives. These 5-10 inspiring videos make our clients look like heroes. Because of this, they happily share these documentaries everywhere they can which furthers our brand into the minds and lives of our audience and those they serve.

We dominate all of the main keywords for our niche (with several videos at the top of Youtube search for each one).

We have been very intentional to rank for keywords and make the bulk of our videos instructional to grow our following before experimenting with VLOG or lifestyle-type videos. However, the latter is a prominent strategy moving forward to more deeply connect our audience to Yuri and the Healthpreneur® brand.

All of this has allowed Youtube to become a major and consistent source of new clients for our business.

### PROFESSIONAL AFFILIATIONS

We have built relationships with the most prominent health schools, certifying bodies, and industry conferences so that we are the next step for helping their grads and existing health professionals turn their expertise into a thriving business online. That way, they don't spend the next decade of their lives drowning in school debt without a clue of how to run a business profitably.

We have built an ambassador program where we have 100s of "raving fans" (both clients and non-clients) who actively promote Healthpreneur® on their social platforms and across their networks. We hear the following all the time, "I've seen your stuff all over and so and so was just talking about how amazing you guys are. I figured I'd reach out to see how you can help me grow my business."

Healthpreneur® has also become the official sponsor of Canada's men's national soccer team at the 2026 World Cup and we've happily invested more than \$2M to the development of soccer in Canada.







We are all very “high vibe” people who take full responsibility for our lives. We believe that things happen for us, not to us and we always see the good in situations. We are able to have deep, practical conversations and we don’t take things personally because we know we’re all on the same team working towards a common goal.

We celebrate feedback. We talk about challenges transparently. People in every position in the company feel recognized and they know how much they are appreciated and cared for (because we tell each other regularly).

We have a culture of appreciation, gratitude, and growth.

We LOVE what we do so people do it with joy, not because it’s “a job”.



### COACHING TEAM

We have the best technical experts/coaches in the areas of copywriting, webinars, Facebook ads, mindset, sales, and funnels/tech. Our Client Success Coaches are next level at keeping people accountable and helping them move through their own limitations. They are masters at having difficult conversations, being firm yet compassionate, and helping our clients become the best they can be. Our coaching staff goes above and beyond to support our clients and help them win faster and bigger because they care about our clients.

### MARKETING TEAM

Our marketing team is composed of marketing geniuses! Creatives, direct response marketers, and natural promoters with a high level of proven wins, emotional intelligence, and strategic/tactical expertise. They are excellent at copywriting, coming up with show-stopping ideas, building high-converting funnels, and making decisions based on important metrics that we track.

Our content and social marketing team is amazing at finding the big ideas from our long form content and leveraging/repurposing them into shorter formats that can be syndicated on all of our social channels. And the content we produce is deep and specific to those we serve instead of being broad and trying to appeal to everyone.

### ENROLLMENT TEAM

Conversational and consultative selling is a big part of our business since no one is helped until a sales is made.

Our enrollment team is a tight-knit, collaborative, and competitive group of consultative experts led by a Director of Sales who is one of the best in the sales industry.

## OUR TEAM

Our enrollment team are experts in our product, they understand - at an expert level - the business landscape, and they are great coaches, helping prospects get to their truth and make the right decision for themselves, which is often to work with us.

We have a well-oiled sales process so that prospects feel heard, coached, and challenged...but never manipulated.

We follow up but we never chase people because we know we are the prize. The right prospects know that working with us is the smartest and the right decision. Our enrollment coaches act like gatekeepers ensuring only the best fit people are allowed to work with us. Our enrollment team trains every single day to become the best they can be and effectively handle any conversation or objection they encounter with ease and flow.

## GROWTH & DEVELOPMENT

Everyone in our company has the opportunity to grow and advance as we put a heavy emphasis on self-directed training and weekly coaching/mentorship to help each of our team members become even better at what they do.

We provide a very robust in-house training curriculum for each department and provide our team with additional training and access to masterminds to broaden their horizons and bring new learnings back to their roles and the company.

Each month, we assemble for departmental masterminds where everyone has a chance to teach the rest of the team something they've learned over the past month.

Our company has a flawless reputation and we have a constant pipeline of incredible talent lined up to work with us. Many of them are willing to leave existing jobs or businesses to work with us.

## OUR TEAM

All of our team members become better humans and skill up tremendously in working with us. Even though we are 100% virtual, we have an extremely low turnover rate and when we do part ways with anyone, it is always on good terms and they are grateful for how much they have grown in working with us.

### LEADERSHIP TEAM

We have a world-class executive leadership team that drives our company forward. They are incredible leaders who have a tremendous amount of experience and proven track record in their respective domains.

They are our top performers who are growth-oriented, strategic, committed to our vision, and great at relating to and caring for the people on their teams.

They inspire their respective teams, keep them accountable to set goals, and take owner-like pride in making their departments produce the best possible results.

Our leaders spend ample time each week supporting and coaching their direct reports and are always thinking about how they can help elevate them. Our leaders are focused on executing our business strategy, providing appropriate training and mentoring to their team, improving our systems, and continually ensuring our cultural values and principles are espoused.

Everyone on our team operates in their zone of genius and we don't micromanage because we don't need to. We are all self-starters who hold each other accountable to the commitments we make.

We get along well, trust one another, and feel safe debating about what's best for the company. We always do what's best to maintain our reputation and move our vision forward and we never compromise our core values, integrity, and principles for short-term gain.

## OUR TEAM

We are a high-performance team that feels like family. We've created a "safe" culture where everyone is open to giving and receiving feedback. The high degree of trust that this has built allows for candid conversations that help us be honest with one another so that we can all get better.

We are a meritocracy and a performance-driven culture where the most committed, value-adding, and top performers are rewarded appropriately. There is no room for nepotism, favoritism, entitlement, laziness, or even seniority-based promotions.

High performers who are great cultural fits have a limitless runway to grow professionally and financially within our company. Since nearly every role has performance incentives and we share a percentage of our company profits each month (if we are above 30% profit), every full time team member is able to meet and exceed their financial goals by helping the company meet its objectives.

### COMMUNICATION & MEETING RHYTHMS

Our team is completely virtual and we have built a tight-knit, high performance, and trusting culture that many outsiders can't believe is possible to achieve remotely.

We've done so by ensuring transparency across all levels of our company so that every team member is clear on our vision, core values, guiding principles, and goals.

We meet as a company on our Monthly Sync, then each team Leader hosts a departmental huddle each week. Every team member has a 1-on-1 with their direct report each week and we have daily and weekly accountability measures in place that help everyone stay on track. We also gather in person at least once per year at our Healthpreneur® LIVE event and offer the opportunity for team members to join us for company retreats and planning meetings in Toronto, Mexico, and anywhere else we see fit.



## OUR TEAM

At all times, every single person on our team knows exactly where the company is headed and what we're focused on daily, weekly, and monthly. There are no blindspots. We encourage radical transparency and absolute trust. Issues are brought to surface, discussed, and resolved. We laugh, cry, and celebrate together. And we've created a culture where radical honesty and difficult conversations are rewarded, not punished. As a result, everyone on our team feels important, no matter their position, and they feel safe to voice what's on their mind.

HIGH-VIBE  
PEOPLE  
ONLY



## **BUSINESS REVENUE**

By December 31, 2026 we have exceeded annual revenues of \$75 million dollars and we are very profitable at more than 40% profit. We are, and always have been, self-funded and grown from the ground up relying on our own cash flow.

Our business is always cash flow positive and 100% on top of our financials. Our P&L is always complete on-time, and audit-ready. We generate enough front end revenue from our ad spend to never need a “budget”. We have enough cash in the bank to cover our entire payroll for 2 quarters in case of any emergency.

Our team is very well paid and our top performers are paid higher than the industry norms. Yet we are not wasteful with inflated salaries. Instead, our team is compensated mostly based on their contributions to the company’s growth, profitability, and our clients’ success.

This is furthered by a robust profit sharing program that rewards our entire team for our collective growth. Our business’ financial success has enabled our executive leadership team (and most of our top performers) to earn substantial yearly incomes that have enabled them to live a beautiful quality of life and make many of their biggest dreams a reality.





### OUR LEGACY MISSION

To help health professionals build scalable coaching businesses that transform more lives, with heart.

We do so by equipping health professionals and coaches with the business skills and proven business-growth strategies they were never given in school so that they can reach, teach, and influence more people.

The change we want to make is that health professionals stand in the power, earn what they're worth, and build smarter, more profitable businesses that transform more peoples' lives and leave a lasting legacy.

Our mission is to help 1 BILLION people improve the quality of their lives and health and we will accomplish this goal by working closely with the practitioners and coaches to help them build better virtual businesses that can reach and transform more people.

We are en route to creating a billion dollar brand that is built to sell but with zero intention of selling. We want this company to last for generations to come and that we want it to leave a significant and lasting imprint on this world for the better.

Healthpreneur will be remembered as the company that helped turn our broken "sick care" system into one that is sustainable and root-cause focused by helping the world's leading health professionals reach, teach, and influence more people to take back control of (and transform) their health.



## OUR WHY

To create a world where every man, woman, and child has the opportunity to become the healthiest, wealthiest, and best version of themselves so that they can wake up each day with purpose, contribute through meaningful work that feels like play, and live freely and abundantly.



# CORE VALUES



## SPEED IS KING

Getting things done quickly is more important than doing them perfectly but never at the expense of quality.



## OWNER-LIKE COMMITMENT

We are dedicated to doing great work and going above and beyond because the business' success (and that of our clients) is our success.



## DRIVEN TO GROW

We are voracious learners and we love a good challenge because it brings out our innate desire to grow and become our best.

BE GREAT.  
DO GREAT.

*Yuni E.*

Healthpreneurgroup.com