



**CORE WELLNESS**

**Core Wellness LLC**

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[corewellceu.com](http://corewellceu.com)

## Welcome to the **Business Innovation Coaching System (BICS)**

Joseph Tropper has helped individuals and companies (of all sizes) take their skills and passions to new heights of financial success and freedom. His mission is to help you by showing innovations you never imagined possible and making them your new rewarding reality! By increasing your confidence and competence, your investment in this program yields rewards well worth the effort. Using his decades of business experience, Joseph guides motivated individuals and companies to **MAXIMIZE** their impact and **INCREASE** productivity, satisfaction and **PROFITS**.

**Mission:** To create a highly profitable, fulfilling and rewarding business that helps you and others. After accomplishing that, we can scale the operation, freeing your time and empowering you to focus on enjoying your life and living your passion and dream, opening up new vistas of joy and personal freedom.

## Your 6 Steps to Success

1. **Revving Engine** – Define your WHY, your GOAL and your HOW  
**Your Identity**  
Vision – engaging and inspiring quip  
Mission Statement – how to accomplish mission  
(Business/Team/Clients/Niche)  
Culture- Define 3 values that you guide
2. **Financial Foundation** – Set up clear financial PLANS and CHECKS  
Move from: Broke (debt) to Break Even (still a little broken) to Profit  
Effective Numbers (know your stats and have books in order)  
R & D Mastery, Expenses, income, debt, taxes and retirement  
Product Definition & Delivery  
Personal Mastery – Your Work/Life Balance
3. **Niche** – Bring out what I/we EXCEL at.  
Completing training and certification  
Accountability, sale stats and goals, lead generator/referrals, retention  
Supervision – to ensure best practice, delivery and profit
4. **Scaling** – GROW your business to reach even greater freedom  
Organization Chart – who's in charge of what?  
Clear Division of Responsibility/Measure Success  
Flow Chart/Standard Flow and Exceptions  
Resource and People Management/ Technology Usage
5. **Team Building** – Work TOGETHER so everyone gains  
Recruiting and On-boarding Process  
Leadership, Actions Plan, Engagement, Collaboration
6. **Enjoy!** With your success, LIVE life your way  
Humility, Planning for Future, Philanthropy & Giving Back  
Choose your day and your destiny



**Joseph Tropper, MS, LCPC** holds a Master's degree in mental health counseling and is a highly sought-after trauma therapist, trainer & business consultant. As a Certified EMDR Therapist and Certified Clinical Trauma Professional (IATP) Joseph brings the art and skills of trauma counseling and client motivation to life in his unique upbeat, hands-on approach that will engage, inspire and empower you as a therapist. Joseph works with clients, entrepreneurs and businesses to maximize engagement, results and profits. To learn more, simply call 443-929-1801 or email [joseph@corewellceu.com](mailto:joseph@corewellceu.com) for a free consultation.

**Josh Mandelbaum, BS, CFA** brings over ten years of financial planning experience combined with a passion for helping you maximize your finances. He currently works as a Risk Analyst at Legg Mason, managing equity portfolios. Prior to that, he worked as an Analyst for the Federal Reserve Bank (NY). Josh combines his warm and engaging personality and his ever-patient approach to simplifying and planning with you, empowering you to make confident financial decisions. He can be reached [josh@corewellceu.com](mailto:josh@corewellceu.com)



# The Foundational and Master Level

Core Wellness Business Innovation Utilizes  
Two Models in working with individuals and Companies:

Foundational:

## **A-B-C Model**

Attachment: Understand the importance, significance & application of attachment theory.

Business – Understand the process and execution of business flow.

Competency – Ensure that your product is as innovative and flawless as possible

Master Level:

## **A-B-C-D-E-F-G Model**

Action – learn to implement ideas

Behavior – understand yours and those engaged with you

Collaboration – team building skills and with other professionals

Digital Mark – assess how you are doing today's digital world

Education – keeping up with training, innovation, supervision and accountability

Financial – keeping a pulse on your financial goals, execution and success

Good Will – living your life and making your impact on the world

## **Next Steps:**

1. Hop on a call to set up a free consult
2. Set goals, projected length of time working together
3. Sign contract
4. Rock the house!

## **Our Work Together Includes:**

- A) A month by month contract, cancel anytime, but when you see how much success you achieve, you probably will decide to complete the program
- B) 360 Degree Assessment of your business and goals (during the first month)
- C) 4 one-hour coaching calls per month (business, personal and financial)
- D) Unlimited email check-ins about goals, challenges and solutions (3 days per week, one response minimum).
- E) Written report of progress and next steps, monthly

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*Psychology + Business = Rewarding Insights*



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