



# **BADAR ARSHI**

**Business Coaching and Consultancy FZE LLC**

**"Helping Small Business Owners and  
Startups Build Clarity, Confidence &  
Consistent Revenue"**



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**[badararshi.com](http://badararshi.com)**

# ABOUT YOU



## **THIS IS WHERE YOUR STORY BEGINS!**

You are an ambitious entrepreneur, a service provider, or a small business owner with a vision. You have dreams of financial freedom, business success & making a lasting impact. However, you also face daily challenges—overcoming market competition, increasing profitability, managing operations & navigating business uncertainties. You feel stuck, unsure of how to move forward. You've poured your heart and soul into your business, yet it feels like something is holding you back from reaching the next level.

**DESPITE** facing setbacks, failures & challenges, you refuse to give up. You know there's untapped potential within you & your business. You've tried everything—reading books, attending seminars, experimenting with strategies—but nothing seems to stick or deliver the results you want. Deep down, you know you're capable of more, but self-doubt or external obstacles keep creeping in.

**YOU** desire clarity, proven strategies, and the right mindset to break through barriers and achieve sustainable growth. You have experienced moments of success but also setbacks that have tested your resilience. Your purpose is clear—you want to build a thriving business, create meaningful change, and secure a prosperous future for yourself and those who depend on you.

## ABOUT YOU

**IF YOU** resonate with this, you are in the right place. You are eager to write your own success story. You understand that transformation requires guidance, accountability, and a proven roadmap—and you're willing to invest in yourself to make it happen. I have designed my coaching for professionals like you who are ready to take decisive action, implement winning strategies, and transform their businesses into profitable, scalable enterprises. Together, we will unlock your full potential and turn your aspirations into reality.

# ABOUT ME



I am an International Business Coach, Master Life Coach, and NLP Master Practitioner with over 30 years of experience in corporate finance and business development across the Middle East. My passion lies in training, teaching, and empowering business owners, service providers, and professionals to achieve exponential growth and long-term success. With a proven track record of transforming struggling small business owners to success, I help entrepreneurs master sales, leadership, and profitability strategies that drive sustainable business growth. Through my customized programs, workshops, and consulting services, I enable businesses to unlock their full potential and achieve breakthrough results.

**CERTIFIED INTERNATIONAL BUSINESS COACH**  
**CERTIFIED MASTER LIFE COACH**  
**CERTIFIED ADVANCE NLP PRACTITIONER**  
**CERTIFIED TRAIN THE TRAINER**  
**BEST SELLING AUTHOR**

# ASCEND

PROCESS FRAMEWORK

## ACHIEVING SUCCESS THROUGH COLLABORATION EMPOWERMENT NAVIGATION AND DETERMINATION

### MISSION

At Badar Arshi Coaching, we guide individuals and businesses to achieve success by fostering collaboration, empowerment, navigation, and determination. Together, we rise to new heights."

### CORE VALUES

**Collaboration** : Partnering with clients to co-create solutions.

**Empowerment** : Building confidence and capability.

**Navigation** : Providing clarity & direction in complex situations.

**Determination** : Encouraging resilience & focus on long-term goals.

### CLIENTS PROMISE

"Through the process of **ASCEND** framework, we help you unlock your potential, overcome challenges, and achieve extraordinary results."

# WHAT SETS ME **APART**

## MY SEEK VS. YOUR EXTRA ORDINARY N.E.E.D

|          |             |            |              |
|----------|-------------|------------|--------------|
| <b>S</b> | <b>E</b>    | <b>E</b>   | <b>K</b>     |
| Skills   | Education   | Experience | Knowledge    |
| <b>N</b> | <b>E</b>    | <b>E</b>   | <b>D</b>     |
| New      | Emergencies | Existing   | Difficulties |

### **PERSONALIZED APPROACH:**

Customized coaching tailored to each business's unique needs and challenges.

**30+ YEARS OF BUSINESS EXPERTISE:** Extensive experience in aviation finance, business strategy, and sales leadership.

**REAL WORLD STRATEGIES:** Practical, proven techniques that drive real results, not just theories.

**TRANSFORMATIONAL COACHING:** A combination of business strategy and mindset mastery for holistic success.

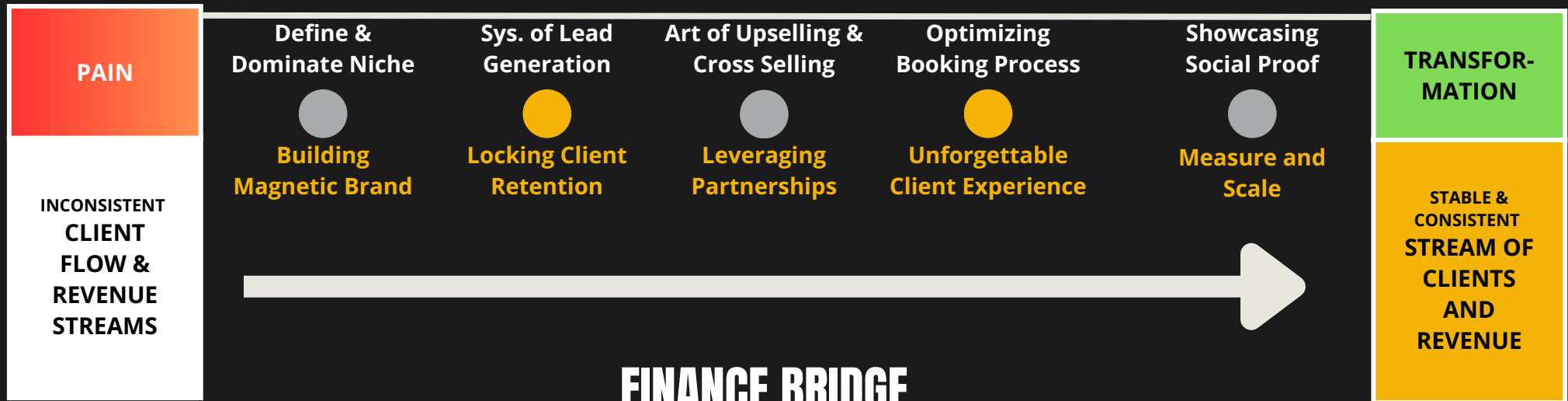
### **RESULT DRIVEN:**

Focused on measurable growth, increased profitability, and business expansion.

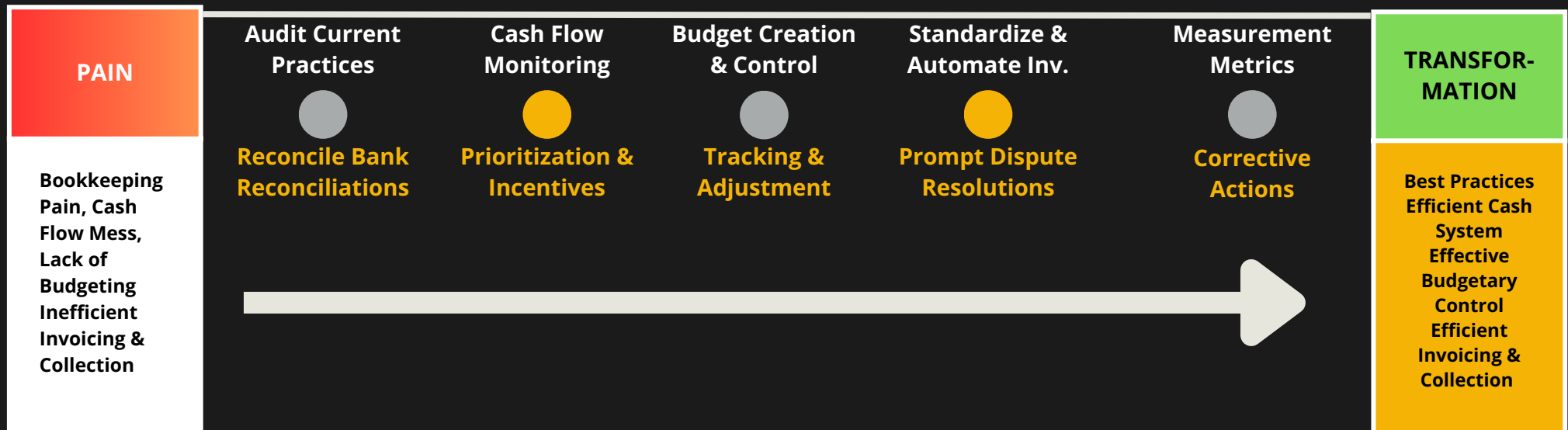
# BRIDGES OF **NIRVANA** METHODOLOGY

## HOW I TRANSFORM BUSINESSES FROM PAIN TO PLEASURE

### REVENUE BRIDGE



### FINANCE BRIDGE



# CORE SERVICES LISTINGS\*

## TO

- ✓ BOOST SALES AND REVENUE
- ✓ BUILD CONFIDENCE AND CLARITY
- ✓ DEVELOP STRONG FINANCIAL HABITS
- ✓ CREATE POWERFUL BRANDS
- ✓ MASTER THE ART OF SELLING

\* LISTED PRICES ARE INDICATIVE AND MAY VARY ACCORDING TO THE BUSINESS SIZE, NATURE AND COMPLEXITY

# CORE INDIVIDUAL SERVICES LISTING

1

## 1. BUSINESS HEALTH ASSESSMENT & DEBRIEF:

A comprehensive **SCORE** evaluation of your business across key performance areas —Strategy, Culture, Operations, Revenue and Execution followed by personalized debrief session.

| TIER           | PRICE | DURATION | FEATURES  |
|----------------|-------|----------|---|
| Basic Ignite   | \$199 | 2 Days   | 34 Page assessment report with areas of improvement and action steps.                               |
| Mid Elevate    | \$399 | 2 Days   | 34 Page assessment report with areas of improvement and action steps + 60-min Debrief               |
| Premium Ascend | \$599 | 3 Days   | 34 Page assessment report with areas of improvement and action steps + 60-min Debrief+ Strategy Map |

BENEFITS AND IMPACT

- Clear understanding of your current business health
- Identification of hidden bottlenecks
- Confidence in making strategic decisions
- Sets the foundation for sustainable growth

# CORE **INDIVIDUAL** SERVICES LISTING

2

## 2. STRATEGIC PLANNING WORKSHOP:

A hands-on workshop guiding small business owners through building or refining their business strategy using proven frameworks and tools tailored for startups and SMEs

| TIER           | PRICE | DURATION  | FEATURES   |
|----------------|-------|-----------|--|
| Basic Ignite   | \$399 | 6.5 Hours | Mindset Reset, Mission, Vision & Value Proposition Crafting  |
| Mid Elevate    | \$599 | 8 Hours   | Mindset Reset, Mission, Vision, Value Proposition, SWOT Analysis Crafting  |
| Premium Ascend | \$899 | 12 Hours  | Mindset Reset, Mission, Vision, Value Proposition, Ideal Clients Profile, SWOT Analysis Crafting, Goals Planning & Goals Getting |

### BENEFITS AND IMPACT

- Develop a clear, actionable business strategy
- Align your team around shared goals
- Gain clarity and direction for scaling
- Boost confidence in decision-making

**ADD ONS:**  
Mission Play Book \$20 | Vision Play Book \$20 | Value Proposition Play Book \$20 | Goals Getting Play Book \$20

# CORE **INDIVIDUAL** SERVICES LISTING

3

## 3. MINDSET RESET SESSION :

A powerful session designed to help entrepreneurs overcome limiting beliefs, build resilience, and develop a high-performance mindset necessary for business success.

| TIER           | PRICE | DURATION   | FEATURES  |
|----------------|-------|------------|---|
| Basic Ignite   | FREE  | 45 Minutes | Introductory Session combined with all the services |
| Premium Ascend | \$199 | 60 Minutes | Deep Dive + Workbook + 1-week Follow-up             |

## BENEFITS AND IMPACT

- Break free from self-sabotaging patterns
- Build unshakable belief in your business vision
- Increase motivation and productivity
- Improve emotional resilience during challenges

CORE **INDIVIDUAL** SERVICES LISTING

4

**4. BUSINESS COACHING FOR REVENUE GROWTH:**  
One-on-one coaching sessions focused on increasing revenue, improving client acquisition, and optimizing business systems for growth.

| TIER           | PRICE      | DURATION | FEATURES   |
|----------------|------------|----------|--|
| Basic Ignite   | \$499      | 1 Month  | 2 Coaching Sessions + Email Support                            |
| Mid Elevate    | \$899/mo   | 3 Months | 4 Coaching Sessions/Month + Weekly Check-ins                   |
| Premium Ascend | \$1,499/mo | 6 Months | 4 Coaching Sessions/Month + Weekly Check-ins + Bonus Resources |

BENEFITS AND IMPACT

- Create consistent revenue streams
- Identify and fix leaky funnels
- Scale sustainably without burnout
- Build long-term wealth-building habits

# CORE **INDIVIDUAL** SERVICES LISTING

5

## 5. SALES TRAINING FOR STARTUPS & SMALL BUSINESSES:

Comprehensive training program to equip entrepreneurs with essential sales skills—from prospecting to closing deals—to grow their client base and increase revenue.

| TIER           | PRICE | DURATION | FEATURES                          |
|----------------|-------|----------|-----------------------------------|
| Basic Ignite   | \$299 | 2 Weeks  | Self-Paced Course Only            |
| Mid Elevate    | \$499 | 3 Weeks  | Live Webinars + Q&A               |
| Premium Ascend | \$799 | 4 Weeks  | Live Training + 1:1 Coaching Call |

### BENEFITS AND IMPACT

- Master the art of selling with confidence
- Turn cold leads into warm prospects
- Close more deals faster
- Build a sustainable sales process

CORE **INDIVIDUAL** SERVICES LISTING

6

**6. FINANCIAL CLARITY & BUSINESS FINANCE CONSULTING:**  
From reading financial statements to managing cash flow and planning for growth, this service is designed to give business owners full control over their finances.

| TIER           | PRICE | DURATION | FEATURES                                      |
|----------------|-------|----------|---|
| Basic Ignite   | \$299 | 1 Week   | Basic Financial Overview                      |
| Mid Elevate    | \$499 | 2 Weeks  | In-Depth Review + Cash Flow Plan              |
| Premium Ascend | \$799 | 3 Weeks  | Full Financial Audit + Operating Cycle Review |

BENEFITS AND IMPACT

- Understand your numbers like a pro
- Make data-driven business decisions
- Avoid cash flow crises
- Confidently pitch to investors or lenders

CORE **INDIVIDUAL** SERVICES LISTING

7

**7. VIDEO EDITING :**  
Professional video editing for entrepreneurs looking to enhance their online presence and connect with their audience.

| TIER           | PRICE | DURATION | FEATURES   |
|----------------|-------|----------|--|
| Basic Ignite   | \$35  | 2 Days   | Basic Edits + Subtitles for 10 Minutes Raw Footage.              |
| Mid Elevate    | \$55  | 3 Days   | Advanced Edits + Transitions + Music for 10 Minutes Raw Footage. |
| Premium Ascend | \$70  | 3 Weeks  | Premium Edits + Music + Transcript for 15 Minutes Raw Footage.   |

BENEFITS AND IMPACT

- Present yourself professionally online
- Increase engagement with dynamic content
- Save time and effort on production
- Build authority and attract more clients

# CORE **INDIVIDUAL** SERVICES LISTING

8

## 8. BUSINESS PLAY BOOKS:

Structured documents & guides outlining best practices, processes, and standards for specific functions within a business. "How-to" manuals for consistently executing key aspects of your business.

### PLAYBOOKS (\$20 EACH)

**Goal Getting** : Converts goals into actions & results, Improves execution, focus, & progress tracking.

**Mission Statement** : Clarifies business's core purpose & values & aligning sense of belonging for staff & clients.

**Negotiating Skills** : Standardizes negotiation strategies & responses. Strengthens client relations, & win-win outcomes.

**Onboarding** : Systematizes integration of new employees or clients & minimizes costly mistakes or disengagement.

**Hiring Blueprint** : Provides a clear, repeatable method for hiring top talent, builds a stronger & aligned team—faster.

**Value Proposition** : Defines unique value you deliver to customers, boosts sales effectiveness & market positioning.

**Vision Statement** : Outlines future the business is striving to create, motivates teams, attracts investors & customers.

### BENEFITS AND IMPACT :

- **Ensure Consistency** – Everyone follows the same procedures, maintaining quality and brand integrity.
- **Reduce Training Time** – New hires can get up to speed faster.
- **Enable Delegation & Scalability** – Tasks can be handed off without losing effectiveness.
- **Protect Institutional Knowledge** – Your systems and know-how aren't lost when someone leaves.
- **Improve Performance** – By clarifying expectations and providing frameworks for success.

# 3 BUNDLE PACKAGE LISTINGS

1

## 1. THE LAUNCH PAD:

### For Startups & First-Time Entrepreneurs Ready to Build Their Foundation.

The Launch Pad is your strategic first step into entrepreneurship—designed for startups & early-stage business owners who want to hit the ground running. This essential bundle gives you clarity, confidence & the tools to start right & grow smart.

| FEATURES  | BENEFITS  |
|---|---|
| <ul style="list-style-type: none"><li>• Business Health Assessment + Debrief Report</li><li>• 1:1 Strategy Session to Define Goals &amp; Direction</li><li>• Foundational Sales Training (60-minute session + Sales Script)</li><li>• Ideal Client Avatar Worksheet</li><li>• Mindset Reset Session</li></ul> | <ul style="list-style-type: none"><li>• Gain instant clarity on your current position and next steps</li><li>• Avoid beginner pitfalls and create a focused action plan</li><li>• Start selling confidently, even without prior experience</li><li>• Craft a brand that attracts the right clients from day one</li></ul> |

**Ideal For : New business owners, solo entrepreneurs, consultants, service providers**  
**Delivery : 100% Online | Duration: 2 Weeks**  
**Price : \$ 680**

# 3 BUNDLE PACKAGE LISTINGS

2

## 2. THE GROWTH ENGINE:

### For Growing Businesses Ready to Build Momentum and Scale with Strategy.

The Growth Engine is crafted for small business owners who have traction but need a proven framework to grow faster and smarter. This bundle covers critical business levers—sales, financial insight, strategy, and branding—so you build lasting momentum.

| FEATURES  | BENEFITS   |
|---|--|
| <ul style="list-style-type: none"><li>• Full Sales Training (2x sessions + tools)</li><li>• Business Strategy Workshop (60-minute deep dive)</li><li>• Financial Statement Review + Scorecard</li><li>• 2 Custom Edited Videos for Social Media/Website</li><li>• Mindset Reset Session</li></ul> | <ul style="list-style-type: none"><li>• Strengthen your sales system to increase revenue</li><li>• Align your business model with growth strategy</li><li>• Understand your numbers to make smarter decisions</li><li>• Elevate your brand to attract and convert better clients</li></ul> |

**Ideal For : Existing small businesses, growing service firms, online entrepreneurs**  
**Delivery : 100% Online | Duration: 5 Weeks**  
**Price : \$ 1,300**

# 3 BUNDLE PACKAGE LISTINGS

3

## 3. THE BREAKTHROUGH SUITE:

### For Ambitious Entrepreneurs Seeking Total Business Transformation

The Breakthrough Suite is your complete business transformation experience. Designed for serious entrepreneurs who want to scale sustainably, elevate their brand authority, and implement winning strategies across all fronts—with expert coaching at every step..

| FEATURES  | BENEFITS   |
|---|--|
| <ul style="list-style-type: none"><li>• Everything in The Launch Pad + Growth Engine</li><li>• Monthly Business Coaching (2 sessions)</li><li>• Negotiation Skills Workshop</li><li>• Custom Strategic Roadmap</li><li>• Priority Email &amp; WhatsApp Support</li><li>• 3 Custom Edited Videos</li><li>• Mindset Reset Session</li></ul> | <ul style="list-style-type: none"><li>• Achieve breakthrough clarity, confidence, and control</li><li>• Position your brand and voice as a market leader</li><li>• Build systems and mindset to scale your business with ease</li><li>• Gain personal mentorship for growth and accountability</li></ul> |

**Ideal For : Coaches, consultants, founders, service entrepreneurs aiming to scale**  
**Delivery : 100% Online | Duration: 8 Weeks**  
**Price : \$ 2,000**

INDUSTRIES | SERVE

YOUR PHOTOGRAPH TEXT



BADAR ARSHI

# WHAT THEY ARE SAYING ABOUT ME !

“Badar is a gentleman and a scholar in every sense of the phrase. He is an amazingly skilled professional, superbly adept at transforming useless data into meaningful information. He has an incredible ability to seamlessly transform a manual, time consuming process into an efficient, streamlined activity. He is more than just that though, his positive attitude and approach to life makes him a pleasure to work with and has a very positive impact on overall engagement. Badar is a hardworking dedicated individual and I would have absolutely no reservations recommending him to any company.”

**Paul De Vries (CFO)**  
AVIATION

“Badar is a confident, energetic and highly motivated individual. He always question the status quo in order to be more efficient, productive and resilient. I would recommend Badar”

**Jacob Potgieter**  
DEALER MANAGEMENT

“Badar makes us expand our thinking capacity with resetting mindset, which helps us to identify opportunities missed before.”

**Gita Sivanandan (Founder)**  
GBL INTERNATIONAL

“Mr. Badar, a gentleman, dedicated, innovative and a true professional. His knowledge in business analysis, & profitability are excellent. I found him best of the quality.”

**Sam Issac (CFO)**  
AVIATION


“Badar is a highly talented & solution-oriented professional with broad based experienced . He is blessed with strong business acumen & analytical skills.”

**Abdul Haque (CFO)**  
PHARMACEUTICAL

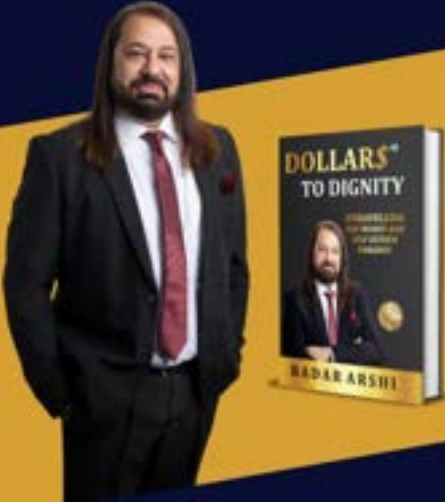
# SOME LIVE GLIMPSES




# BOOKS AUTHORED





**BADAR ARSHI**  
BUSINESS COACH AND GROWTH STRATEGIST

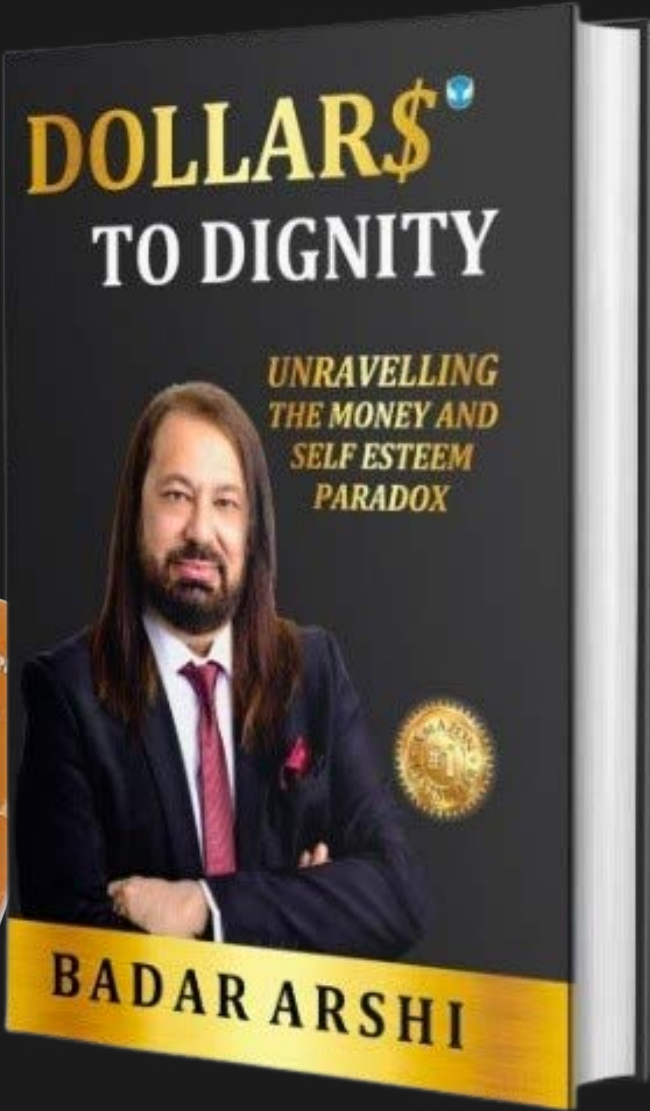


- Business Coach & Growth Strategist
- Master Life Coach, NLP Practitioner
- Amazon #1 Bestselling Author
- Chartered Accountant, MBA
- Motivational Speaker

@badararshi 

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badararshi@gmail.com 



# HONORS AND COMPLIMENTS

- **Amazon Best-Selling Author** – Dollars to Dignity, a best-selling book that adds immense value to business professionals & Individuals
- **International Business Coach & Master Life Coach** – Helped countless small business owners, service providers, and traders increase their profits and scale their businesses.
- **Master NLP Practitioner** – Coached and develop people with powerful mindset shifts.
- **A Diamond Network Marketer** – Outstanding track record in network marketing. An authority in teaching and coaching others to succeed in sales and business.
- **30 Years of Corporate Finance Experience** – With Deep financial and industry knowledge have a unique perspective on business growth and financial success.
- **Passionate Educator & Trainer** – Having life passion which revolves around developing people through training, teaching, and education. A transformational leader in the coaching space.

# ACADEMIA AND CERTIFICATIONS

- MASTER OF BUSINESS ADMINISTRATION (UK)
- FELLOW CHARTERED ACCOUNTANT
- FELLOW CORPORATE SECRETARY
- ASSOCIATE COST AND MANAGEMENT ACCOUNTANT
- CERTIFIED INTERNATIONAL BUSINESS COACH
- CERTIFIED MASTER LIFE COACH
- CERTIFIED ADVANCE NLP PRACTITIONER
- CERTIFIED TRAIN THE TRAINER
- CERTIFIED CREATIVE WRITER
- CERTIFIED GRAPHIC DESIGNER
- CERTIFIED E-COMMERCE MANAGEMENT EXPERT

# MY LIFE PURPOSE AND MISSION

- **MY BELIEVE** is that every individual is here for a reason—life is not an accident or mere coincidence. We are born with the power of choice and the gift of free will, setting us apart from all other creations. Our greatest asset is our self-esteem, an unshakable foundation that should never be compromised.
- **MY MISSION** is to awaken people to their true potential, to help them realize that they are not bound by circumstances but empowered by decisions. I am driven by an unwavering belief in human consciousness—the ability to break limitations, rise above challenges, and create a life of meaning and abundance.
- **MY PURPOSE** with an inborn sense of idealism and morality is that, I go beyond dreams—I take decisive action to turn aspirations into reality. I stand for equality, knowing that the world thrives on love, compassion, and the empowerment of individuals. Nothing transforms lives more profoundly than financial independence, and my purpose is to guide people in breaking free from financial struggles and escaping the debt trap.
- **MY CHANNEL** of change is through my coaching, I help entrepreneurs, business owners & professionals reclaim their power, build thriving businesses & unlock limitless success. Together, we create a future where freedom, fulfillment, and prosperity are within reach for all.

"WINNERS DON'T WAIT FOR PERMISSION."

**"READY TO ASCEND ? LET'S COLLABORATE TO ELEVATE YOUR BUSINESS AND LEADERSHIP TODAY!"**

**LETS WORK TOGETHER TO CHANGE THE **WORLD** !**

**"START YOUR JOURNEY TO SUCCESS WITH BADAR ARSHI BECAUSE EVERY STEP FORWARD MATTERS."**



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**<https://www.linkedin.com/in/badararshi/>**

**WHAT MOST PEOPLE DO IN THEIR LIFETIME IS JUST A TIP OF AN ICEBERG ! THEY HAVE SUCH A BIG PURPOSE AND THEY CAN DO SO MUCH MORE IN LIFE FOR OTHERS.**

**WELCOME TO**



**THE BEST RESOURCE FOR**

**Helping Small Business Owners and Startups Build Clarity,  
Confidence & Consistent Revenue**