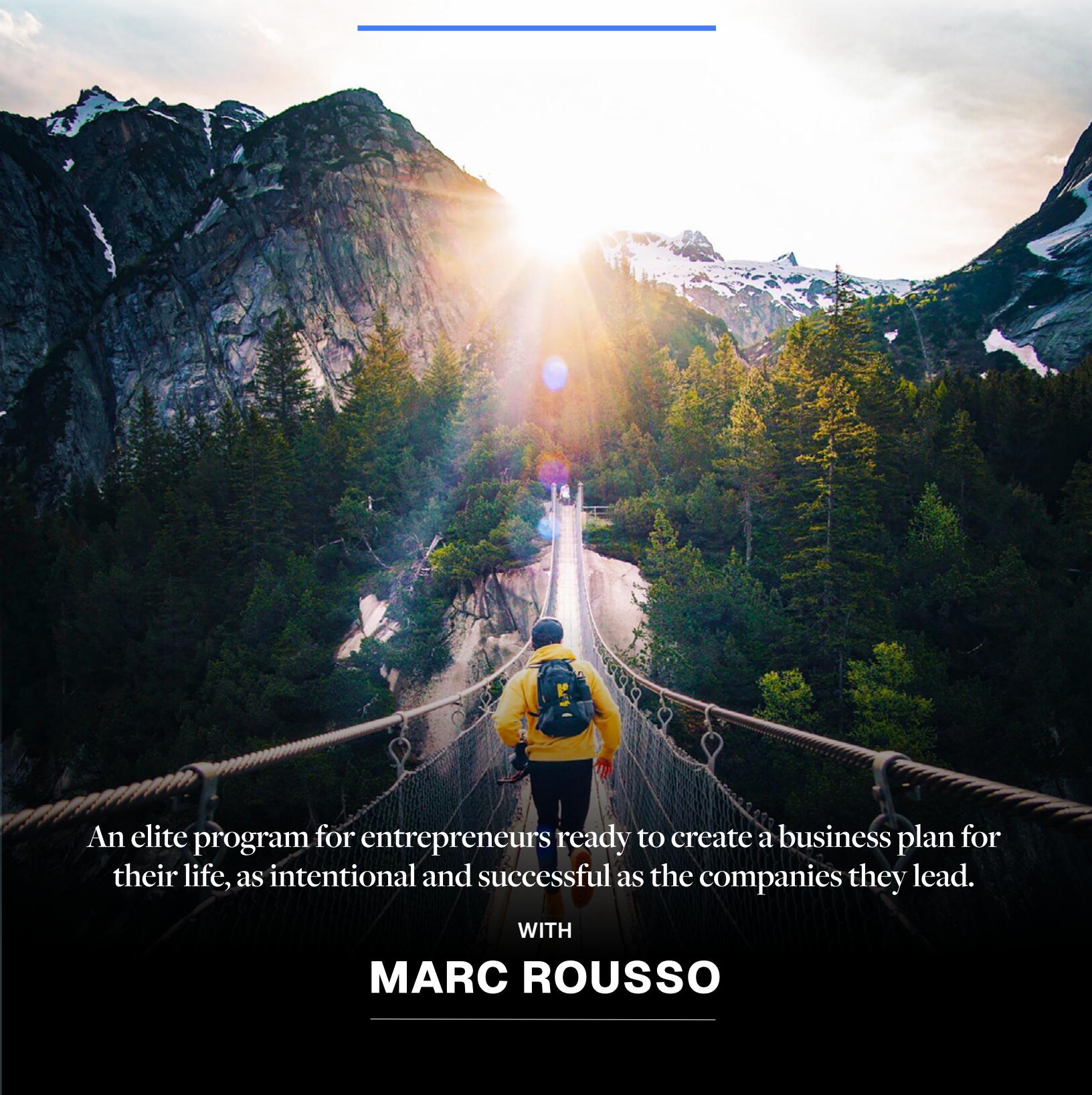




The *Life* Business Plan Academy

Create a Blueprint for Happiness

A photograph of a person from behind, wearing a yellow jacket and a black backpack, walking across a suspension bridge. The bridge spans a deep valley with lush green forests on either side. In the distance, majestic mountains rise, some with patches of snow. The sun is low in the sky, creating a bright lens flare and illuminating the scene with warm light.

An elite program for entrepreneurs ready to create a business plan for their life, as intentional and successful as the companies they lead.

WITH

MARC ROUSSO

MEET

Marc Rousso

"If life were perfect, what would it look like?" A simple, yet life-changing question Marc is constantly asking himself and the people he mentors.

Marc isn't a theorist on a mountain — he's a fellow traveler who has lived the highs and lows of both business and life.

Through it all, one truth became clear: **perspective changes everything**. Marc has distilled decades of experience into developing **The Life Business Plan Academy**, a program that helps you plan your life with the same clarity and discipline you apply to business.

Shaped by world-class mentors and top entrepreneurial programs, Marc teaches from real experience. His mission is to help entrepreneurs expand success to all areas of life before they miss what matters most.



What's Your Vision?

Marc's work grew from a simple idea – that the same clarity that builds great companies can also build a great life. Shaped by lessons from mentors and his own journey through success and challenge, Marc now guides others to define their next chapter with purpose, balance, and renewed perspective.

Marc founded The Life Business Plan Academy to help successful entrepreneurs design intentional lives. For 30+ years, he's been sharing this life design philosophy one-on-one with leaders who've achieved business success but want more: more presence with their kids, deeper connection in their marriage, better health, greater fulfillment.



The Life Business Plan
Academy is for entrepreneurs
and CEOs who want to live a
more intentional life.



Design Your Next Decade

Building a business requires focus, discipline, and drive. When you bring that same clarity to all areas of your life, you discover a deeper, more complete kind of success — one that balances achievement with fulfillment and allows you to create a life that is intentional, meaningful, and entirely your own.

Craft your 10-Year Vision and the daily systems to make it real.

This new, 12-session program combines a unique blend of personal strategy, life planning and high-performance practices that you will not find anywhere else.

The Life Business Plan Academy gives you the focused guidance and time to create a 10-Year Vision Blueprint. You'll develop daily practices for long-term success, and build a mentor-driven accountability system that accelerates your growth.



Everything you need to design and live your vision.

Your 10-Year Vision Blueprint | Daily rituals and calendar systems | Breakthrough Clarity | Your Mentor Constellation
Implementation Tools | Community of High-Performers



Program Overview

Session One:

Ignite Your Vision Mindset

In this opening session, you set the foundation for meaningful change by exploring who you are, what drives you, and how your values shape your choices. You begin to notice the habits and beliefs that have guided you so far and learn how to build new ones that create lasting momentum. By embracing change with clarity and curiosity, you start aligning your daily actions with a deeper sense of purpose, setting the direction for the decade ahead.



Session Two:

The 360° Life Assessment

Here, you step back to take a full, honest look at all eight key areas of your world. Through reflection and gratitude, you explore what feels strong, what needs attention, and where untapped potential sits. You design systems and processes to support lasting change, just as you would in your business. Finally, you capture these insights in a letter to your future self, forming the foundation for your personal plan going forward.

Session Three:

Family – Building Deeper Connections

This session focuses on your family, the relationships that define who you are and the love that lasts a lifetime. You reflect on what is working well, what feels out of balance, and what a fulfilling family life could look like. With intention and care, you explore the rituals, traditions, and everyday moments that build bonds and create memories that endure. Time with loved ones is limited, especially with children, so this is your opportunity to prioritize presence and nurture meaningful connections in the years that matter most.



Session Four:

Physical – Your Health Foundation

You focus on your health, energy, and long-term vitality. This session helps you consider what wellness means for you and who you want to stay healthy for, uncovering the motivation that drives change. You clarify your ten-year physical goals, identify habits that no longer serve you, and define routines and rhythms that support sustained energy and longevity. With coaching, tools, and accountability in place, you create a foundation for a healthier, more resilient future.

Session Five:

Financial – Money as a Tool

In this session, you explore how wealth can serve your values, purpose, and legacy rather than define your worth. Beyond security and peace of mind, you reflect on what “enough” looks like for you, the costs of pursuing more, and whether ego or ambition is influencing your decisions. By shifting your relationship with money, you begin to use it intentionally as a tool to support the life you want to create.

Session Six:

Mental – Continuous Growth

You learn how to keep your mind energized, curious, and always moving forward. This session encourages constant, never-ending improvement, stepping into discomfort, and embracing learning through trial and error. You discover the value of diverse mentors and guides and adopt strategies for deliberate skill development. The goal is not to be the best, but to grow deliberately, expand your abilities, and stay curious throughout every stage of life.

Session Seven:

Spiritual Contribution – Finding Meaning

This session invites you to explore purpose beyond personal gain, recognizing that you are only one door away from making a difference in your own life and in the lives of others. You reflect on the impact of your actions on your team, community, and everyone you encounter. By considering how to give back and create meaningful contributions, you align your efforts with your values and begin shaping a life of significance and impact.

Session Eight:

Social – Build Relationships That Elevate and Sustain You

You focus on the friendships and social connections that enrich and sustain your life. This session helps you map the different groups of friends, the joy and support they bring, and how to nurture and maintain these relationships with intention. By strengthening bonds and fostering meaningful interactions, you build a network of connections that elevates, sustains, and inspires you.

Session Nine:

Career – Work as Expression

Here, you step back to reflect on your role within the business you've built. You examine where to focus your energy, what responsibilities to take on or delegate, and how your role should evolve as the company grows. By reviewing the chapters of your career and imagining the next, you gain clarity on how to lead in a way that energizes you, leverages your strengths, and aligns your professional contributions with your broader vision.

Session Ten:

Relationship – Partnership Excellence

This session is dedicated to your significant other, acknowledging that a thriving partnership requires focused attention and care. Entrepreneurs often divide their energy between work, family, and other commitments, leaving their partner with whatever time remains. You explore ways to show up fully, creating routines and practices that strengthen connection and intimacy. This is about reflecting on yourself, not evaluating your partner, and learning how to be more present, loving, and engaged.

Session Eleven:

Integration – Creating Your Perfect Year

You translate insights into action by designing your ideal year, month, week, and day. This session guides you to clarify top goals, map monthly priorities, and identify weekly actions that maintain progress. By visualizing your perfect day and establishing routines that support your vision, you create a practical system that brings focus, balance, and momentum across every area of your life.

Session Twelve:

Vision Setting – Your 10-Year Letter

The program concludes as you revisit and refine the 10-year letter you began in Session Two, now enriched by the clarity and perspective gained along the way. You craft a vivid, compelling vision for your next decade, capturing goals and aspirations, and celebrate your journey with your cohort. This session marks both reflection on progress and a commitment to the next chapter, beginning a decade shaped by intention, purpose, and actionable steps.

**This isn't a course you
consume, it's the dedicated
time and guidance to build a
life you're proud of.**



WHAT YOU'LL GAIN

- **Wake Up Excited**
Reignite purpose and energy so every day feels like a choice, not an obligation.
- **No Regrets, Just Direction**
Design your path with intention so you never look back wondering "what if."
- **Live A Life You Don't Want to Retire From**
Create a rhythm of work, family and purpose where fulfillment lasts longer than a finish line.
- **Beyond the Business Role**
Your title is not your identity. Discover who you are when the meeting ends and real life begins.
- **Success Redefined**
Money creates options, not meaning. True success is how you live, not what you earn.
- **Choose Goals, Don't Chase Them**
Move with clarity and focus, guided by purpose instead of pressure.
- **Lead the Way at Home**
The legacy you leave begins in the moments you live. Lead with presence, not just achievement.
- **Use Wealth Wisely**
Let money serve your joy, growth, and contribution, not the other way around.
- **Awaken to Your Life**
Don't drift through your success. Live it. Fully, intentionally, and on your terms.



A Premium, Mentor-Led Path to Transformation

01.

Duration

12 weeks

02.

Format

Live Zoom sessions
80 minutes each

03.

Duration

Max 10 people
Highly selective cohort

Founding members: \$5,000

* Limited Time Only. Future enrollment will be \$7,500.

Our Promise: Complete all 12 sessions and if you don't have a clear 10-year vision across all 8 areas with actionable quarterly plans, we'll refund your full investment — and we'll work with you until you do. We remove all the risk.



LIFE BUSINESS PLAN

FOR MORE INFORMATION VISIT WWW.LIFEBUSINESSPLAN.COM