

# BUSINESS MENTOR

INSTITUTE

[www.businessmentorinstitute.com](http://www.businessmentorinstitute.com)





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# UNLOCK YOUR BUSINESS POTENTIAL WITH EXPERT MENTORSHIP

Get personalised one on one guidance from the industry thought leader to scale your business, overcome challenges, and achieve lasting success.

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# WHY CHOOSE BUSINESS MENTOR INSTITUTE?

At Business Mentor Institute, we believe every entrepreneur deserves access to world-class mentorship. Our proven strategies, tailored coaching, and actionable insights help you make smarter decisions, accelerate growth, and build a thriving business.

Expert Mentor - Learn from a seasoned entrepreneur with over 25 years experience

Proven Strategies - Implement battle-tested frameworks for success

Accountability and Support - Stay on track with personalised guidance

Scalable Growth - Build systems that drive long-term profitability



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# THE 1:1 MENTORSHIP PROGRAM

## BUSINESS MENTOR ACCELERATOR TRAINING

Personalised coaching and mentoring for Founders, Executives and business leaders who want to scale strategically. A 12-week intensive program to refine an existing proven business model, optimise operations, and increase revenue.

Working with the Business Mentor Institute will transform your life and career forever.

Within 12 weeks you will be trained and all assets built, and within 6 months be onboarding your first client for \$20K financed at \$108 per week (affordable for everyone), we aim to double your revenue based on your previous employment and provide streamlined operations so it is not a burden to run your business.

The mentorship you will receive will help you to avoid costly mistakes and scale with confidence.

Day 1 of your 2 Day Kickoff you will be provided a full and detailed Business Plan: The Ultimate Growth Playbook for you and your clients.



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## ABOUT

Business Mentor Institute is a premier mentorship organisation dedicated to helping entrepreneurs and business leaders achieve breakthrough success.

## Our Mission

To empower ambitious professionals with the knowledge, tools, and support they need to have a sustainable, high-growth Business Mentoring business using the  
Becoming the Expert Methodology with a Done For You Model.  
Built in 90 days with ongoing unlimited support, coaching and training for 12 months.

## Your Mentor

Katrena is an industry disruptor, leader and business strategists with 3 decades of experience with the aim to mentor the next generation of business mentors and personal brand consultants.



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# KATRENA FRIEL

MASTER BUSINESS MENTOR AND FOUNDER  
BUSINESS MENTOR INSTITUTE

With over 25 years of experience transforming professionals into industry leaders, Katrena Friel is a pioneer in personal brand development and business mentoring. As the creator of the acclaimed Becoming the Expert methodology, Katrena has guided thousands of aspiring consultants, coaches, and executives to build thriving, purpose-driven businesses.

Katrena's journey is defined by her passion for empowering others to achieve true career freedom. After overcoming her own challenges, including two burnouts and a life-changing financial decision, she committed herself to helping others avoid the pitfalls of entrepreneurship and fast-track their success. Her approach is practical, no-nonsense, and deeply rooted in real-world results.

At the Business Mentor Institute, Katrena mentors the next generation of business mentors, personal brand consultants, and business advisors. She offers a structured, 90-day certification program that equips professionals with everything they need to launch and scale their own consulting businesses, including:

- Step-by-step business frameworks
- Sales and marketing mastery
- Complete business planning and automation strategies
- The Done4U Model for seamless client delivery

Katrena's clients value her inspirational yet grounded style, her ability to demystify the business-building process, and her unwavering commitment to their long-term success. Her programs are especially sought after by women seeking a meaningful career pivot, as well as professionals ready to make a bigger impact on their own terms.

When she's not mentoring, Katrena enjoys walking her dog, swimming, and exploring new ideas for personal and professional growth. Her story and her work continues to inspire a new wave of business mentors to step confidently into their own expertise.



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# OFFERING

TAILORED MENTORSHIP SOLUTION

WE OFFER A CUSTOMISED UNLIMITED ACCESS COACHING PROGRAM  
DESIGNED TO FIT YOUR UNIQUE BUSINESS DEVELOPMENT NEEDS.

**Startup Mentorship** - Launch strong with expert guidance  
**Scaling Strategies** - Grow efficiently without sacrificing quality  
**Leadership Development** - Build a high-performance business  
**Therapeutic Personal Development** - Build an Entrepreneurial Growth Mindset  
**Unlimited Business Growth and Value** to Future-Proof yourself

**This is the HOW you've been waiting for.**

Call 0412 537 053 or email: [katrena@becomingtheexpert.com.au](mailto:katrena@becomingtheexpert.com.au)

**BOOK A FREE DISCOVERY CALL TODAY!**

