



*A Business School for Advancing Entrepreneurs*

**GROW YOUR BUSINESS, FINANCIALLY AND SPIRITUALLY. PERIOD**

**Your Dream of Having a Financially and  
Spiritually Rich Business is Closer Than You Think.**

**COACHING, CONSULTING AND MENTORSHIP WITH DARNYELLE A. JERVEY, MBA**

## WHAT AUDIENCES ARE SAYING

"IFU gives you  
**CLARITY AND**  
STEPS so that  
your **ENERGY**  
has a place to  
be directed."

"IFU made me  
**HAPPIER ABOUT**  
WHO I AM AS A  
BUSINESS OWNER."

"What I **LEARNED** in one year  
has **CHANGED** the same for  
**MY BUSINESS FOREVER.**"

"Because of  
IFU, I'm a  
**DIFFERENT**  
**PERSON**  
between  
my ears."

"IFU gave me  
**CONFIDENCE,**  
**CLARITY** and  
**TONS** more  
**CASH!**"

"IFU HAS HELPED ME FORGE  
RELATIONSHIPS THAT WILL  
LAST A LIFE TIME."

"I'm a **BETTER**  
**WIFE, MOTHER**  
**AND BUSINESS**  
**WOMAN** because  
of Darnyelle  
and IFU!"

"IFU HELPED ME to  
LEGITIMIZE MY BUSINESS  
I have **STRUCTURE,**  
**CONFIDENCE AND**  
**GROWTH.**

"IFU OFFERS A  
**TRANSFORMATIVE**  
community. Everything  
**I NEED IS HERE.**"

"**ENTREPRENEURSHIP**  
is a lonely place. Because of IFU,  
**I'M NOT LONELY ANYMORE.**"

"IFU gave me **NEW CONFIDENCE** and  
**BOLDNESS** in how I approach **BUSINESS.**"



# THE 5 PILLARS OF BUSINESS OPTIMIZATION™



At Incredible Factor University, we are committed to helping our clients master the Five Pillars of Business Optimization™. The way we see it, they are the key to experiencing financial and spiritual abundance in your life because of your business.

# FREQUENTLY ASKED QUESTIONS

## **What makes Incredible Factor University (IFU) different?**

IFU has been designed carefully to accelerate the trajectory of your life because of your business. If you're a serious entrepreneur ready for advancement through mastering the Five Pillars of Business Optimization™ – brand messaging, marketing, sales, operations and talent optimization. IFU is what you need. Unlike any other business-coaching program, you'll focus on experiencing financial and spiritual abundance in your life *because* of your business by learning how to build a thriving and profitable business.

## **Why should an entrepreneur choose Incredible Factor University (IFU)?**

Simply put, we grow businesses. Our clients experience growth of 50-600% on average during their program tenure. And our clients stay with us on average three years. Why? Because this program works if you do. Entrepreneurship is a lonely place. Being part of a community of like-minded business owners reduces the frustration and anxiety felt as you build your business. At IFU, we care about you and your business, and we are unafraid to hold you accountable to the results you crave.

## **Why Darnyelle? Why now?**

Darnyelle is not a theory-based mentor; she teaches only what she has lived and experienced in the life cycle of her two businesses, each equally successful. She has consistently evolved and has grown her own company from low five figures to seven figures doing exactly what she advises her clients to do. During her corporate tenure, she learned about business management - KPIs, metrics, reporting and tracking. In her Mary Kay business, she learned how to sell and teaches others how to sell in a way that is both empowering and authentic. She grew her own consultancy by 463% in 2 years before returning her pink Cadillac. When she ran the Delaware Women's Business Center, she grew programs and outcomes by 68% by developing an award-winning marketing curriculum. She's watched countless clients achieve similar results. When you take all of her experience and her MBA in Marketing, partnering with her to grow your business, you honestly can't lose. In a word, she teaches real business. Darnyelle has been heralded as a brilliant businesswoman. Her gifts are so powerful and she uses them on behalf of her clients each and every day and they, et big results.



## **Is Incredible Factor University Right for you?**

IFU is not right for everyone. Joining this program will mean that you are ready to work. Most entrepreneurs are great at their gift but not so great at interpreting business. If you are great at what you do and you're clear that you're missing something that is affecting your profitability, IFU may be for you. If you are ready to get out of your comfort zone and you're ready to do what you've been unwilling to do previously to get the results you've been craving, and if you're ready to do what it takes to grow massively, you might be ready for IFU.

## **What is the Power of Community and why should I care?**

There's something powerful that happens when like-minded people come together...it is Incredible and Darnyelle has a gift for helping you to feel empowered and engaged in your success. With the right community of like-minded business owners, you are accountable, you are equipped, you're edited and you are elevated so that doing the work to build your business becomes GRACE-Full.



# VIRTUAL BUSINESS INTENSIVE

The Virtual Business Intensive (VBI) is for new/emerging business owners who need help creating a plan to grow their business. This program is ideal for those of you who have a talent or expertise that you need help positioning for profit. If your messaging and marketing are missing the mark and it's messing with your bank account, you'll enjoy working with Darnyelle

## Virtual 1.5 Day Group Retreat

1.5 full days of strategy, implementation and insight in a small intense group of your peers. We will focus on your business vision and model, your brand messaging, your marketing plan and how to package, price and close the sale with your most ideal clients.

## Access to IFU Deep Dive Modules

For 180 days following our virtual retreat, you'll enjoy access to the Deep Dive or Revenue Generating modules in IFU to reinforce your key learnings and add value to your retreat experience.

**Daily Accountability** Entrepreneurship is a lonely place. Because implementation is the key to business growth, you'll be given a daily accountability email written personally by Darnyelle. You'll receive daily emails for six months following your retreat experience.

**Weekly Accountability** Each week, you'll get an email to guide you toward the right focus areas to move the needle in your business. You'll receive weekly accountability emails for six months following your retreat experience.

**Your Incredible Factor Assessments** Most entrepreneurs struggle with the how are you different? question. To help you to clarify your Incredible Factor, we use three assessments Kolbe A, Fascinate and Strengths Finder 2.0.

**Private Online Forum** In order to brainstorm with your peers, you'll enjoy an exclusive forum where you can share insights, success, get feedback, etc to stay motivated and connected while working diligently to build your business.

## 30 Days Post Retreat Email Access and Coaching

For the 30 days following your retreat, you'll have email access to Darnyelle and her team for your questions, to ask additional questions or to get feedback on your process.

## YOU'LL ALSO ENJOY ACCESS TO TEMPLATES, CHECKLISTS AND SCRIPTS!

## TESTIMONIAL

*A year with Darnyelle was like attending Business school! Before working with Darnyelle, my business was just an idea, now thanks to a year with Darnyelle, I have built a firm foundation for my business to ensure that I build a business and not an expensive hobby. I have learned so much working with Darnyelle and it has given me a rock solid foundation. Her program walked me through step by step every component of having a business that will yield results, in fact working through her program has been like going to business school. She is one of a kind and she brings such passion, skill and know-how to her programs and clients. She offers amazing insight and breakthrough strategies to help you get clear and focused. I am much more clear and focused on helping my clients. Darnyelle has been an inspiration to me. Her professionalism is to be exemplified. If you are looking for a rock solid foundation for your business, you should work with Darnyelle.*



**Susan Lee Miller~Susan Lee Miller, LLC**



# ADVANCING ENTREPRENEUR PROGRAMS

If you're an Advancing Entrepreneur (you're clear about your business; you've got clients and are making money. But, you know your business could be more successful. Your current goal is to expand your success by multiplying your results, profitability and balance. You're also ready to build a team or have a few people supporting you and your revenue exceeds \$50K each year.) You'll love the 12 month Grow the Incredible™ Program or our 90 day Strategic Biz Retreat™. Each program boasts an intimate business-building encounter with award-winning business coach and strategist, Darnyelle A. Jervy, MBA and a group of your advancing entrepreneur peers.

## The Grow Program 12 months

As a part of her signature hybrid program (part group, part private) you can expect to grow your business by 50-200% in the next 12 months.



- **Four 2-day Business Building Retreats**

One intense business strategy retreat every 90 days for maximum effectiveness and consistency as you build your business. Time at each retreat will be carved out for speaking strategy, story development and sales conversations.

- **4 Private Growth Strategy Calls with Darnyelle**

Once each quarter we will review your KPIs, reports and set a customized strategy to move the needle in your business.

- **Twice Monthly Open Group Q & A Calls**

You'll enjoy consistent access to Darnyelle to work through your business strategy, ask your questions, get insight and advice to watch your results accelerate quickly.

- **Access to the ENTIRE Incredible Factor University Curriculum**

With over 32 modules at your disposal, anything you want to know to build your business and gain new skills within reach.

- **Private Online Client Forum**

Designed to be a place for sharing, feedback from your peers and staying connected this added benefit will help you to avoid the lone-lies of entrepreneurship

- **Daily and Weekly Accountability**

Accountability and consistency are the key to results magnified. Through email each day and a special weekly strategy, you'll stay focused on achieving your core goals.

- **Your Incredible Factor Assessments**

(In-depth Business Audit – 180 questions, Kolbe A, Strengths Finder 2.0 and Fascinate) – the purpose of these assessments is so that I can see who you are and what problems exist in your business. Trust me, after taking all of the assessments, you'll already feel much more equipped to grow your business.

- **Continental Breakfast and Snacks at Retreats**

Lunch is on Darnyelle on day one.

## TESTIMONIAL:

I grew my business to \$1.5 MILLION with Darnyelle's help!

*"Before working with Darnyelle, I was enjoying the fruits of running a ½ million dollar business. I'm good at what I do and I help my clients get great results. In working with Darnyelle, I realized what was missing: I struggled with the mindsets that kept me getting out of my own way long enough to create a plan and take massive actions in my business. Just a month or so into my work with Darnyelle, I experienced a massive shift mentally and got into action. As a result, I built my pipeline to more than \$40,000,000 and grew my revenue to \$1,500,000! I've worked with other coaches who didn't really understand business and so working with Darnyelle has been so refreshing. My business is on a trajectory of growth, my mindset is focused on abundance and I am just getting started. If you're ready to up-level your mindset, business acumen and results, you should be working with Darnyelle."*

Sheyla Blackman~ITMC Solutions & Government Contractor Coach





## STRATEGIC BIZ RETREAT

You'll work directly with Darnyelle to strategically grow your business. Clients see a revenue infusion of \$30,000 + in the days following the retreat. An \* indicates an SBR Plus inclusion.

- **One, Intense 3- Day Retreat with a Small Group of Your Peers**  
Over three full days, we will be unearthing the 5 Pillars of Business Optimization™ for your business.
- **2 Private Growth Strategy Calls with Darnyelle\***  
Following our three days together, we will clarify and strategize about your growth initiatives.
- **Twice Monthly Open Group Q & A Calls for 180 days\***  
You'll enjoy consistent access to Darnyelle to work through your business strategy, ask your questions, get insight and advice to watch your results accelerate quickly.
- **Access to the Deep Dive & Next Level Modules\***  
Created for IFU - from how to prospect, to how to write proposals and create client entry campaigns, these 16 modules are just what you need to deepen your three day retreat experience.
- **Private Online Client Forum**  
Designed to be a place for sharing, feedback from your peers and staying connected this added benefit will help you to avoid the "lone-lies" of entrepreneurship.
- **Daily and Weekly Accountability**  
Accountability and consistency are the key to results magnified. Through email each day and a special weekly strategy, you'll stay focused on achieving your core goals.
- **Your Incredible Factor Assessments.**  
(In-depth Business Audit – 180 questions, Kolbe A, Strengths Finder 2.0 and Fascinate) – the purpose of these assessments is so that I can see who you are and what problems exist in your business. Trust me, after taking all of the assessments, you'll already feel much more equipped to grow your business.
- **Continental Breakfast, Gourmet Lunch and Snacks Each Day**  
As a part of your retreat experience, you'll be well fed, spiritually, physically and in your business. These meals are designed to boost your mental clarity and energy.
- **Gourmet Dinner on Evenings One and Two**  
Because we'll be working late, dinner is included on evening one.
- **You'll do the work in the room!**

### TESTIMONIAL:

In the 6 months following the Strategic Biz Retreat, I have closed \$72,000 in new business! *Participating in the Strategic Biz Retreat was just what I needed to make a significant shift in my business. I had worked with Darnyelle a few years ago and as a result, I became a six figure business owner by leveraging her strategies. Ready to up-level my business again, I joined her at an SBR, and it was exactly what I needed to position my company for next tier success.*

*In the 6 months following the SBR, I have closed \$72,000 in new business, had clients renew, re-aligned my brand and hired key team members to help me continue to grow and scale my business. I feel amazing right now and more than anything, I know that I am building a business that will help my family to thrive.*

Sherrell Martin~Nitram Financial Solutions







## Private Consulting Options VIP Day

If you'd prefer to have private access to Darnyelle, you'll love being treated like VIP. Private Consulting options give you access to Darnyelle.

- **Your Incredible Factor Assessments**

In-depth Business Audit – 180 questions, Kolbe A, Strengths Finder 2.0 and Fascinate – the purpose of these assessments is so that I can see who you are and what problems exist in your business. Trust me, after taking all of the assessments, you'll already feel much more equipped to grow your business.

- **Live VIP Day**

6.5 hours of customized consulting plus gourmet breakfast and lunch.

- **Three (3) 30-minute post VIP Day Strategy Calls**

to be scheduled over the 90 days following your VIP day.

- **Twice Monthly Open Group Q & A Calls**

You'll enjoy consistent access to Darnyelle to work through your business strategy, ask your questions, get insight and advice to watch your results accelerate quickly.

- **Access to the 8 Deep Dive Profit Producing Modules**

Created for IFU - from how to prospect, to how to write proposals and create client entry campaigns, these 8 modules are just what you need to deepen your VIP day.

- **Daily and Weekly Accountability**

Accountability and consistency are the key to results magnified. Through email each day and a special weekly strategy, you'll stay focused on achieving your core goals.

- **One Night Hotel Stay (When you come to DE)**

We'll put you up at our favorite hotel, so that you are relaxed and well rested for your VIP Day with Darnyelle.

- **Round Trip Ground Transportation**

From Philadelphia International Airport (where applicable). You'll be our VIP, we'll even send a car for you to get you safely from the airport to your hotel.

### TESTIMONIAL:

*One Strategy From Darnyelle During My VIP Day Pre-Call made me \$15,000!*

*"What I love about working with Darnyelle is that she gives and gives strategies that WORK. In fact, before we even spent the day together simplifying my business, I had already made my investment back! One strategy during my pre-call, added \$15,000 to my income BEFORE we spent the day together!"*

*During our VIP Day, Darnyelle helped me to simplify my business model and increase my profits intensely. I'm working with a new confidence that I can grow my business substantially. I went home and started to apply her strategies and added an additional \$15,000 and I'm set! I know exactly what to do and how to do it to yield serious results and income into my business.*

*Spending the day with Darnyelle was worth EVERY dollar and I'm so grateful to have had the experience. She's top-notch and committed to helping you position your business for profit. If you want to simplify your business and boost your bottom line hiring Darnyelle is your only option."*

Andy Henriquez~Show Up For Your Life







## Private Consulting Options Inner Circle 12 months

In Darnyelle's Inner Circle program, you'll work exclusively with Darnyelle for a full year.

- **Your Incredible Factor Assessments.**  
In-depth Business Audit – 180 questions, Kolbe A, Strengths Finder 2.0 and Fascinate – the purpose of these assessments is so that I can see who you are and what problems exist in your business. Trust me, after taking all of the assessments, you'll already feel much more equipped to grow your business.
- **Live VIP Day to Kick Start Your Program**  
6.5 hours of customized consulting plus gourmet breakfast and lunch.
- **Twelve (12) 45-minute Strategy Calls**  
Once each month for the year, we will hold private strategy call to answer questions, refine your strategy and review your results.
- **Twice Monthly Open Group Q & A Calls.**  
You'll enjoy consistent access to Darnyelle to work through your business strategy, ask your questions, get insight and advice to watch your results accelerate quickly.
- **Access to the 8 Deep Dive Profit Producing Modules**  
Created for IFU - from how to prospect, to how to write proposals and create client entry campaigns, these 8 modules are just what you need to deepen your VIP day.
- **Daily and Weekly Accountability**  
Accountability and consistency are the key to results magnified. Through email each day and a special weekly strategy, you'll stay focused on achieving your core goals.
- **One Night Hotel Stay (when you come to DE)**  
We'll put you up at our favorite hotel, so that you are relaxed and well rested for your VIP Day with Darnyelle.
- **Round Trip Ground Transportation**  
From Philadelphia International Airport (where applicable). You'll be our VIP, we'll even send a car for you to get you safely from the airport to your hotel.

### TESTIMONIAL:

Our business grew by 200% in Darnyelle's Inner Circle!

*"In hiring Darnyelle, we got a VIP day, which was amazing. First, she came to us, which was amazing and she had a clear plan upon walking through the door to our offices. The ease with which she breaks down goals and makes the strategies achievable is truly a gift. Within weeks of our VIP day, we were growing our revenue substantially. In fact, with Darnyelle's guidance during our VIP day, we more than doubled our business revenue in less than a year! Not to mention, we are more confident, more clear and more focused on building a profitable business. Before Darnyelle we would have never considered charging 5 figures for our services. Now, not only are we charging it, we are earning it! In fact, we've seen a 473% return on our investment and we are just getting started. With Darnyelle's help we have already grown so much and know that the best is yet to come. If you're tired of not seeing your expertise build a revenue generating business, hire Darnyelle. It really is Incredible what she can help you accomplish. It's been so great, we hired her again!"*

Barbara Hemphill & Andrea Andersen~Productive Environment Institute





Two roads diverge in the wood and I, I took the road less travelled by and that has made all the difference.' When I think of this Robert Frost quote, I'm often reminded of my now non-negotiable decision to take the road less travelled. I'm talking about the road that is paved with coaching, mentorship and accountability. Only 10% of all entrepreneurs reach more than six figures in their business and less than 3% earn seven. Why? Because only the confident, clear and committed entrepreneurs who take the road less travelled build profitable, thriving businesses serving the world. As I continue down the road less travelled, I get excited about the possibility of you joining me because you're FINALLY ready to Unleash Your Incredible Factor. If you're really ready, come walk with me. I will meet you at your crossroad and I will guide you along the path to success and more importantly financial and spiritual significance.

**Be Incredible,**  
**Darnyelle A. Jervy**

## WHAT AUDIENCES ARE SAYING

**"200% GROWTH 2 YEARS** in a row working with Darnyelle, and my **FIRST** ever \$100,000 month working with Darnyelle" Nancy Greene

**"From an idea to \$700,000 including our FIRST EVER NEARLY \$100,000 month in 3 years working with Darnyelle"** Kimberly Broomer & Shayvette Hunter

**"GREW my business by more than 200% in the last year of WORKING with Darnyelle"** Jasmine Vializ

**"More than 600% REVENUE GROWTH** and return on **INVESTMENT** due to **DARNYELLE**" Gena Davis

**"256% SALES INCREASE** over last year thanks to **DARNYELLE!**

**" Meryl Hooker**

**"327% GROWTH in my MONTHLY REVENUE thanks to IFU!"** Toya Nicole Benson

**"\$40,000 more REVENUE this year thanks to IFU!"** Cari Flowers

**"Had my HIGHEST MONTHS ever working with Darnyelle and her TEAM!"** Chef Lucia Robles

**"I'M EARNING MORE and back in LOVE with my BUSINESS!"** Amanda Miller Littlejohn

**"Just one year later, I became a SIX-FIGURE BUSINESS OWNER!"** Laveda Thompson

**"I'm EARNING MORE and back in LOVE with my BUSINESS!"** Amanda Miller Littlejohn





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[WWW.INCREDIBLEONEENTERPRISE.COM](http://WWW.INCREDIBLEONEENTERPRISE.COM)