

A man with a beard and mustache, wearing a dark suit jacket over a light blue button-down shirt, is sitting and gesturing with his hands while speaking. He is smiling slightly. The background is blurred, showing a potted plant and a framed picture.

OVERVIEW OF MEMBERSHIP OPPORTUNITY

BOSSTM
ACADEMY
COACHING
COMMUNITY

The best always invest in coaching.
Become the best YOU at Boss Academy.



**You join BOSS Academy
to win. You deserve more
money, momentum and
world-class partners."**

**Brian Gregory, Creator Of The YES TEST!™,
BOSS Academy Member Since 2021**



HOW IT ALL BEGAN

BOSS Academy was founded in 2014 by Paul Kirch, a seasoned sales coach and entrepreneur with a passion for helping others reach their full potential. What started as a business-focused radio show airing during drive-time hours on KVCE in Dallas quickly gained traction and resonated with entrepreneurs and small business leaders who were hungry for real, practical advice on how to grow their businesses. The show later became an international podcast that garnered a loyal following. In 2017, thanks to guests like John Sculley, former CEO of Apple Computers and PepsiCo, and countless others, BOSS Academy Radio landed a top 10 business podcast ranking.

At the time, Paul Kirch felt a calling to invest more time with this family, as well as focus on his consulting agency, so he reluctantly put BOSS Academy Radio on hiatus, to focus on other priorities.

FROM AIRWAVES TO ACTION

During its peak, the radio show and podcast brought in expert guests, industry leaders, and success stories that inspired listeners across the globe. But Paul realized the need went deeper... People didn't just want to listen. They needed community, coaching, and a place to belong. That vision led to

the evolution of BOSS Academy into a full-fledged coaching and business growth community that launched in 2021.

BOSS ACADEMY TODAY

Today, BOSS Academy is a thriving hub for coaches, consultants, and entrepreneurs who are committed to leveling up in life and business. With weekly coaching huddles, expert-led workshops, on-demand content, and a vibrant member network, BOSS Academy has become a trusted source of support and strategy for those who understand that success doesn't happen in isolation.

THE MISSION

From its inception, BOSS has represented Business Ownership Success Strategies. From the first day ON AIR to our events each week, we strive to deliver strategies and tactics that will help every member and guest excel, living up to our original objective..

The mission has always been simple: to help purpose-driven leaders grow with confidence, courage, and community.

PAUL KIRCH'S COMMITMENT CONTINUES

Our community is built not just to grow businesses, but to grow **people**.

Paul Kirch's commitment is to create a space where **authentic support, collaboration, and personal development** are just as important as strategy, sales, and success.

At BOSS Academy, we rally around each other – celebrating wins, overcoming setbacks, and building confidence every step of the way. Because when you support the **person behind the business**, the business thrives too.

Here, no one goes alone.
Together we're stronger!

WHAT IS BOSS ACADEMY?

BOSS Academy is the ultimate business coaching community designed for coaches, consultants, and small business owners who are either offering coaching services or seeking coaching support. Founded in 2014 by Paul Kirch, BOSS Academy has evolved from a Dallas-based radio show into a thriving platform dedicated to empowering entrepreneurs through collaboration, resources, and expert guidance.

KEY FEATURES:

Weekly Coaching Huddles:

Engage in interactive sessions every Friday to share strategies, overcome challenges, and accelerate business growth.

Expert-Led Workshops:

Gain actionable insights from top-level speakers and coaches through impactful workshops.

Entrepreneurial Coaching:

As a new member, you'll be granted access to Paul Kirch's Askology Method program, designed to provide sales strategy centered around four simple question types. In addition, get coaching and mentoring included with select membership plans.

On-Demand Content:

Access a vast library of recorded sessions, workshops, and training materials anytime, anywhere.

Exclusive Tools and Resources:

Utilize thousands of training videos, brand/marketing tools, assessment products, and other powerful resources.

WHY BOSS ACADEMY?

In the complex journey of entrepreneurship, having the right support system is crucial. BOSS Academy offers a unique blend of resources, community, and expert guidance to help you navigate the path to success.

Join BOSS Academy and transform your business journey with the support, knowledge, and community.

BENEFITS OF JOINING:

Collaborative Community:

Be part of a supportive network that believes in collective growth and shared success.

Personalized Coaching: Receive tailored coaching and consultation from experienced professionals, including founder Paul Kirch.

Strategic Partnerships:

Leverage exclusive member benefits through partnerships with organizations like ADMANITY®, Improved Together, and ProVideo Pages.

Continuous Learning:

Stay ahead with regular workshops, training sessions, mentoring and access to cutting-edge tools and methodologies.



Yvonne DiVita Master Book Builders

"I truly cannot say enough good things about Paul Kirch. His vision for BOSS Academy, of which I am proudly a member, and his continued support of all the members is unique in my experience. Paul brings years of experience in the entrepreneurial space and is always looking for ways to serve his community."

MORE THAN A MEMBERSHIP

YOU'RE NOT BUYING A MEMBERSHIP, YOU'RE INVESTING IN YOU.

Coaching Community

Collaborate, learn, grow and support your growth through our high-impact community of coaches and leaders who inspire each other to succeed. We achieve more together.

Brand Growth

Members get a free brand evaluation and brand toolkit designed to help you attract and close new buyers. LinkedIn training and other support also included.

Speakers/Workshops

Immersive learning is critical for business growth. Our events give you a massive advantage over the competition by showing you what's working in today's competitive landscape.

Revenue Growth

A business without a revenue growth model is a hobby. Paul Kirch brings 20 years of sales coaching and consulting to BOSS Academy. His Askology Method program and coaching is your ticket to engagement focused sales success.

Build a Power Network

BOSS Academy members, sponsors and contributors are people who will enrich your life, expand your way of thinking and support you on your business journey. Looking to collaborate with likeminded leaders? Look no further!

Rocket Fueled Success

A business launch doesn't mean you're going to reach your goals. You need support and you should never go it alone. BOSS Academy won't just help you launch; we'll help you reach for the stars.



SOME OF OUR AMAZING MEMBER BENEFITS

Weekly Coaching Community Huddle

(\$1,200 Value) Our flagship benefit, learn, collaborate, get support and grow in our weekly virtual huddle, with fellow members guests and speakers.

Networking and Collaboration Events

Make new connections that can help you grow through our networking events, like the bi-weekly YES! Connect event and more.

Brand Assessment and Toolkit*

(\$997 Value) Discover your brand type, and change how you connect with your buying audience through the YES! REPORT, provided by our sponsor ADMANITY.

LinkedIn Training (Hosted bi-monthly)

(\$997 Value) Don't just be on LinkedIn – learn what's actually working every 8 weeks. Sponsor, Improved Together provides special training for our members.

Custom Showcase Video

(\$497 value) Join ProVideo Pages in the online recording studio to create a short video showcasing what makes you unique.

Featured Placement in Marketplace

(Coming Soon) Our soon to be launched marketplace is a member platform to share their solutions with the world. Members get paid to participate!

Askology Method - Sales Training

(\$1,997 value) Paul Kirch brings a powerful training program that will help you drive more sales and engagement, without appearing "salesy."

Coaching & Consultation from Paul Kirch

For 20 years, through his high-impact approach, Paul Kirch has been helping business owners achieve greater success through his method.

24/7 On-Demand Content

(\$1,997 Value) Never miss a workshop or speaker event through our on-demand content center available to all members.

Priority Speaking Opportunities Available

If you're a speaker or coach with a powerful message to share, we help provide you a platform to share and hone your skills.

Feature In Our Masterclass Series

(\$997 Value) Members have an opportunity to share their message with the community and beyond through our interview series.

Exclusive Discounts Through

Sponsors & Partners Our members get exclusive discounts and access to important solutions and products designed to drive more success and enrich their lives.

Our benefits are always growing.
Visit **bossacademy.com/benefits**
to see the complete list of
member and sponsor benefits.



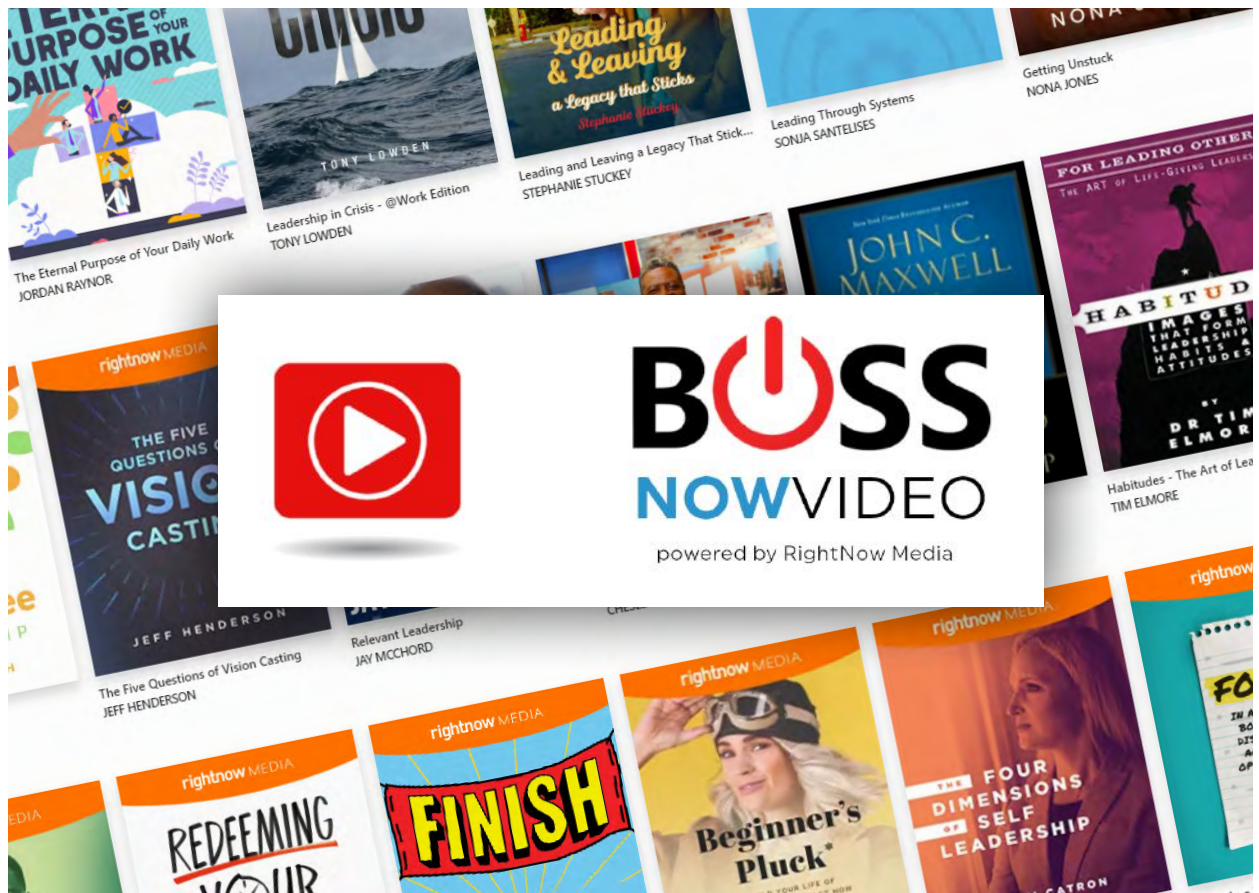
Katie Corum, SOAR HR Consulting, LLC

"As the creator of BOSS Academy, Paul Kirch has built a thriving platform that provides essential Business Ownership Success Strategies to purpose-driven leaders, coaches, and consultants. His commitment to fostering collaboration, knowledge-sharing, and growth has helped countless entrepreneurs overcome challenges and achieve sustainable success."

NEW MEMBER BONUSES

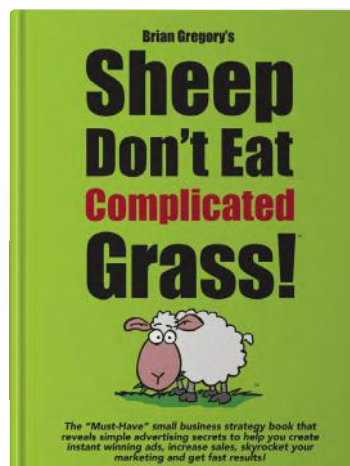
NEW MEMBER BONUS #1

BOSSNow Video Library - In partnership with RightNow Media, members receive access to thousands of on-demand business training videos featuring top leaders, entrepreneurs coaches and subject matter experts. Learn what you want, when you want.



NEW MEMBER BONUS #2

Get the book that inspired the YES! TEST from Brian Gregory, CEO of ADMANITY, a member, sponsor and contributor to BOSS Academy



NEW MEMBER BONUS #3

Get a free tech audit and plan from LI Techforce to safeguard against malware and other technical issues that can cripple your company.



askology method

STOP SELLING
START ASKING



If you're like most business owners, you didn't start your business to become a sales person. In fact, it's likely an area where you struggle. Included with an annual membership to BOSS Academy, you get access to the sales and entrepreneur training program developed for entrepreneurs. Created by our founder, Paul Kirch who has developed and trained countless sales professionals and small business leaders, this program

"I've helped countless sales professionals and entrepreneurs achieve success through the power of asking questions. My ASKOLOGY METHOD starts with four simple question types, anyone can master. These questions earn trust, drive real engagement and position you as a resource."

Paul Kirch, Founder of BOSS Academy and Creator of Askology Method

[Learn more about Askology Method](#)



MEET US



MEET PAUL KIRCH

Founder, Host and Leader
of BOSS Academy

Sales Coach, Marketing Strategist,
Creator of Askology Method

- Radio Personality
- 2017 Top 10 Business Podcaster
- Gallup Innovator of the Year
- Multiple Presidents Club
for Sales Excellence Winner
- National Keynote Speaker
- Industry Board President
and Leader
- Top 25 Business Leaders
for 2024 and 2025
- Alignable Local Business Person
of the Year Winner 2024 and 2025
- Corporate Board Member
for Collavia

MEET OUR SPONSOR/MEMBERS



BRIAN GREGORY ADMANITY®

Creator Of The YES! TEST
Branding & Advertising Expert



DAVID M. SCHNEER MERRILL RESEARCH

Body Language Expert
Marketing Researcher



YVONNE DIVITA
MASTER BOOK BUILDERS

"The Book Whisperer"
Book Coach



TOM COLLINS
MASTER BOOK BUILDERS

Book Designer
Publishing Advisor



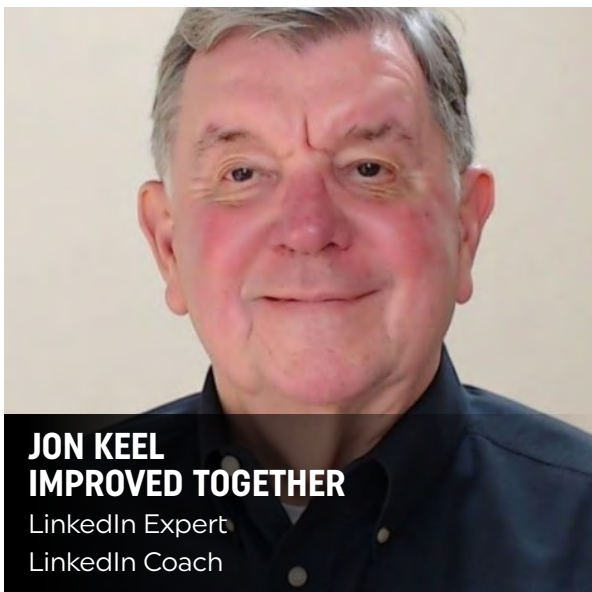
ANN GUSIFF
PROVIDEO PAGES

Video Expert
Marketing Strategist



MICHELLE LEE MYRTER
MICHELLE LEE COACHING

Certified B.A.N.K. Coach
Business Coach



JON KEEL
IMPROVED TOGETHER

LinkedIn Expert
LinkedIn Coach



PAUL KIRCH
WINNING PRESS RELEASE

Marketing Strategist
Sales Coach

MEET SOME OF OUR FEATURED MEMBERS



Dr. Angela Owens
Leadership Coach



Jeffry Queen
Crisis Management



Jonathan Lopez
Real Estate Investing



Kem Biel
Bookkeeping Expert



Mark Hayward
Podcast Booking



Jennifer Eicholtz
Branding Expert



Charlie Timmins
Business Coach



Louise Harris
Editor



Brenda Sheldrake
Lead Generation



Steve Kent F
Financial Expert



Shannon Phoenix
VA Solutions



Steve Duckfield
Tech Expert



Amit Sood
Self Doubt Coach



Mark Caldwell
Leadership Coach



Charity Brown
Growth Expert



Michele Molitor
Executive Coach



Katie Corum
HR Expert



Carolyn Sampson
Marketing Leader



Katie Wrigley
Cognomovement



Deborah Brown Volkman
Career Coach



Joe Siecinski
Business Coach



Daniel Oyibo
Copywriter/Email



Raoul Didisheim
Digital Strategist



Linda Swindling
Negotiation Expert



James Flaherty
Author/Speaker



Adele Bernard
Transition Mentor



Albert Patterson, JR
Legal Shield Rep



Adil Amarsi
Copywriting Expert



Alan Kiest
Debt Elimination



Steven Belaire
Digital Marketer

JOIN US AS WE GIVE BACK BY SUPPORTING OUR CHARITABLE PARTNER, EVERTREEN

BOSS Academy and Evergreen partner to plant trees around the world.

BOSS Academy selected Evergreen as it's charitable sponsor partner to support global reforestation and leave a better tomorrow.



WHY WE PLANT TREES

As a thriving community of entrepreneurs, coaches, consultants, and small business leaders, BOSS Academy is committed to creating meaningful change.

Each tree represents **hope**, **opportunity**, and **sustainable growth**. Through our partnership with Evergreen, BOSS Academy is:

- **Creating jobs** for local farmers in developing countries
- **Fighting deforestation** and restoring critical ecosystems
- **Reducing carbon emissions** through verified reforestation projects
- **Inspiring leaders** to lead with purpose and integrity

"At BOSS Academy, we don't just grow businesses. We grow people, ideas, and impact."

Paul Kirch, Founder

JOIN THE MOVEMENT

BOSS Academy is here to support you in growing your revenue, **your mindset**, and **your legacy**.

We celebrate every tree as a symbol of growth – personal, professional, and planetary. When you engage with our community, you're not just building a business – you're planting roots in something that has a lasting impact.

[Learn more about Evergreen](#)



THE BEST ALWAYS INVEST IN COACHING

Become The Best YOU at BOSS Academy

If you're a coach with expertise to share or if you're a professional seeking coaching support, you need BOSS Academy, the ultimate business coaching community. You don't have to go it alone. Invest in your business and personal success today and join our game changing community.

"As a business & sales coach, I'm on a mission to make it exponentially quicker and easier for coaches, consultants, and purpose-driven leaders to build thriving expertise-driven brands, all with-in a supportive community built for maximizing growth."

**Paul Kirch, founder of BOSS Academy,
and creator of Askology Method**

[Apply For Membership](#)



Deborah Brown-Volkman Surpass Your Dreams, Inc.

"I can't say enough wonderful things about Paul Kirch. He is a superb connector. I am a part of his Friday coaching community group. It has benefited me both personally and professionally. Each week, I walk away with something concrete I can use in my business. I am a part of a group of outstanding professionals who are committed to each other's success. Highly recommended!"



Joe Siecinski BrainSHARE Coach

"Paul and BOSS Academy is a place where you find exceptional resources and people. A place to learn, make connections and move things forward!"



Linda Swindling Journey On Programs

"Paul Kirch is the 'real deal'. He's authentic. He knows how to grow businesses and help develop leaders. One of his most unique traits is that he is a master at locating diverse, talented individuals and connecting them powerfully. Without reservation, I trust his capabilities, his advice, and his motives."

APPLY

"Long ago, I realized that success leaves clues, and that people who produce outstanding results do specific things to create those results. I believed that if I precisely duplicated the actions of others, I could reproduce the same quality of results that they had."

Tony Robbins

AT BOSS ACADEMY, WE LIVE THIS TRUTH EVERY DAY.

We surround ourselves with people who are achieving big things – and we learn, grow, and win together.

You're not alone on your journey.

BOSS Academy is more than a coaching community – it's a movement built on trust, connection, and shared purpose. Whether you're seeking guidance, community, or momentum, you've found a place that drives success.

Are you ready to take the next step?

Apply

Apply for membership.

Attend

Attend your next Friday Huddle as our guest.

Connect

Connect with Paul Kirch or a BOSS member to ask questions.

BOSSACADEMY.COM

Invest in you and invest in your legacy!

YOUR SUCCESS DNA STARTS WITH OUR SPONSORS.

ADMANITY[®]
Where Advertising & Humanity Connect



MASTER
BOOK BUILDERS
"Good things come to those who write!"SM

ProVideoPages

M **MERRILL**
RESEARCH
Experience you can count on

Michelle Lee
Coaching
Unlocking The Secret To Sales

WINNING
PRESS RELEASE