

Welcome Email - Big Bear Business Expedition

Subject Line: 🏔️ Welcome to Base Camp! Your Business Expedition Starts Monday

From: Matt Vecchio, Expedition Leader

Big Bear Chamber of Commerce

Hey [First Name],

Welcome to the Big Bear Business Expedition! 🎉

I'm Matt, and I'll be your expedition leader for the next 15 days as we climb toward "Business Peak" together. Just like scaling any mountain, starting a business requires the right gear, a solid plan, and fellow climbers who've got your back.

🎒 What to Pack for Your Journey

Over the next 3 weeks, you'll receive:

- **Daily expedition videos** (5-7 minutes each) delivered to your inbox every weekday at 8 AM
- **Trail-tested worksheets** to help you build your business foundation
- **Summit challenges** - real-world actions to move your business forward
- **Access to Base Camp Community** - our private Facebook group where fellow entrepreneurs share wins, ask questions, and celebrate milestones

📅 Your Expedition Schedule

Week 1: "Gear Check" (Oct 21-25)

Foundation and planning - making sure you're equipped for success

Week 2: "The Ascent" (Oct 28-Nov 1)

Launch and operations - taking your first real steps up the mountain

Week 3: "Reaching the Summit" (Nov 4-8)

Growth and systems - building a business that can scale

🧭 Join Your Fellow Climbers

Before we start Monday, make sure to join our private Base Camp Community:

Facebook Group: [Link to Big Bear Business Base Camp]

Introduce yourself and tell us what mountain you're planning to climb! The community is here to support you through every step of the journey.

Your First Mission (Do This Now!)

Before Day 1 arrives, I want you to do something simple but powerful:

Write down on paper: "I am starting this expedition because..."

Keep that paper somewhere you'll see it over the next 15 days. Trust me on this one - when the climb gets challenging (and it will!), you'll want to remember why you started.

Need Help Along the Way?

If you run into any technical issues or have questions about the course, reply to any expedition email and I'll get back to you within 24 hours. Think of me as your expedition support team!

What's Waiting at the Summit

Climbers who complete all 15 days will receive:

- **Official Summit Certificate**
- **4-week FREE trial membership** to the Big Bear Chamber of Commerce (valued at \$50)
- **Lifetime access** to all expedition materials
- **Exclusive invitation** to our quarterly "Summit Club" meetups

The weather looks perfect for climbing, and I can't wait to see what incredible businesses emerge from this expedition.

See you Monday morning at 8 AM for Day 1: "Packing Your Vision"!

Keep climbing,

Matt Vecchio

Expedition Leader & Chamber Member

Owner, Mountain Room Escapes

P.S. - Can't wait for Monday? Get a head start by following the Big Bear Chamber on social media [[@BigBearChamber](#)] where I'll be sharing behind-the-scenes expedition prep!

Big Bear Chamber of Commerce

Building Businesses. Building Community.

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You're receiving this because you signed up for the Big Bear Business Expedition. Excited to climb with us!