

# Welcome Email - Big Bear Business Expedition

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

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**From:** Big Bear Chamber of Commerce

**Business Expedition Team**

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Hey [First Name],

Welcome to the Big Bear Business Expedition! 🎉

You're about to embark on an incredible 15-day journey to "Business Peak" - and we'll be your expedition guides for every step of the climb. Just like scaling any mountain, starting a business requires the right gear, a solid plan, and experienced guides who've made the journey before.

## 📋 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 expert guidance** from experienced local business owners and Chamber members

## 📅 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

## 🎯 Your First Mission (Do This Now!)

Before Day 1 arrives, we 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 us 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 we'll get back to you within 24 hours. Think of us 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
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The weather looks perfect for climbing, and we 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,

### **The Big Bear Business Expedition Team**

Big Bear Chamber of Commerce

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

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### **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!*