$1M/yr Business Evolution Blueprint

Eric Ries’s system for operations is free.

Hormozi’s system for product, sales and marketing is free.

MJ deMarco (????)

Peter Thiel Zero to One (????)

We give you tools and guidance so you can implement it in half to a quarter of the time, with less cost, and because you go through the course and you have our tools NO IGNORANCE TAX

* avatar: high earning people who could have a business because of their skills, but don’t
  + General way to identify that
    - People who manage smaller magnitude operations or multiples of them (film units, etc)
* You get not only the knowledge
  + But the tools to implement it
  + So that you create a scalable business ecosystem
  + With a scalable business architecture
  + And we give you the guidance to accomplish that

Grand slam offer

* Use our exact solution and get your business converting TODAY!
  + DIY/DWY
  + Learn everything yourself
  + Product principles
  + Marketing principles
  + Sales principles
  + Scaling principles
  + Lean operations principles
  + Making a dashboard for your Business according to its model’s principles
  + Business plan, pitch deck makers (slidebean etc)
    - Easily
    - Fast
    - Our tools and AI tools and partners help you
      * Budget correctly
      * Write copy that CONVERTS
        + Find the right avatar
      * Craft offers and package deals that SELL
      * Craft SOPs for executing your business
      * Onboard employees
* Problems
  + Solutions
    - Bonuses in offer package
      * Maybe we partner with other companies that have already solved some of these problems (because our clients would be buying the max packages from them)
        + Buzzcube?
        + Flowtrack
        + Sturrpy
        + Memory
        + Clickup
        + Zapier

Avatar

* Highest paying users 80/20 rule - concentrate on 20% and double down until it hits

Funnels

* Problems: how to build them
* Solution: Click funnels or flow track
  + Can we get you a discount?
  + Can we roll it into the price?
* Landing page
  + Social funnel priming method
    - Video content
      * YouTube
  + Offer
    - Dream vacation
      * Problems solved by bonuses
* Social
  + Twitter
  + LinkedIn
  + Social perception management
* Ads
  + Facebook
  + Google
  + Ad copy
    - Good good bad bad self friends enemies
      * You’ll have way deeper knowledge about how to X
      * You’ll have gone through the general steps with Y person
        + And made your own version of their system
      * You’ll receive ongoing support
        + So that you don’t forget to apply the deep knowledge
        + And you keep growing the system accordingly
      * And then we’ll have a private community for other people doing the same thing
        + Accountability
        + Continued learning

So you’ll remain on the right track towards achieving your dreams

And you’ll have all the skills you need

And a way to overcome all the obstacles

You’ll experience success faster than everyone who is gathering the knowledge

They’ll wonder what your secret weapon is, and only you will know