

Second Act Profit System

- The Four Absolutes

Why We Use the Three Absolutes

- • Clarity: every decision rolls up to one of the three—no scope creep.
- • Speed: templates + standards let us produce faster without losing quality.
- • Quality control: each absolute has simple success measures (see KPIs).
- • Trust: retirees see plain-English promises, proof, and a simple guarantee.

Absolute #1 — World-Class Content

- • Short, focused lessons (5–20 minutes) in plain English.
- • Printable and online-fillable worksheets; large-print versions (16–18pt).
- • Real retiree examples (not tech-bro stories).
- • Every lesson ends with a small, doable action.
- • 7-Step Validation appendix in every

Absolute #2 — World-Class Marketing

- • Clear promise, proof, and a simple money-back guarantee.
- • Large-type friendly, WCAG-compliant landing page.
- • Ad testing library (FB/YouTube/Radio).
- • Quizzes that segment users.
- • Plain-English emails with one CTA.
- KPIs.

Absolute #3 — World-Class Distribution

- • Owned: email list + website.
- • Paid: smart small ads (\$100–\$300).
- • Community: local orgs & clubs.
- • Earned: press, one-sheets, talks.
- • Leave-behinds with QR checklist.
- KPIs:
 - • Partners
 - • Workshop opt-ins

Prime Objective — Sustainable Horizontal Income

- • Diversified offers, recurring income, multiple channels.
- • Reasonable workload.
- • Guardrails:
 - - Ops \leq 10 hrs/wk
 - - No single product $>$ 40%
 - - Refunds $<$ 5%
 - - 3 months cash buffer