

# 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