



The Founder Formula

**Use It To Quickly And Easily Engineer A
Business That Gives You Complete And
Total Personal And Financial Freedom!**

A Special Micro-Report Brought To You By:





From: Todd Brown
VP of Marketing
Strategic Profits

Dear Online Entrepreneur:

Please read the following few sentences carefully:

Right now you're on a path... whether you realize it or not...

**Dependence or Independence.
You Choose!**

You're either on a long, arduous path that ends with you having a completely dependent online business that is less likely to ever become highly-profitable, and will forever require your time, input, guidance, direction and personal resources.

Or, you're on the short and easy path that leads to you having a totally independent online business that will quickly free you, liberate you, reward you, and forever give you the ability and opportunity to live life on your own terms.

There's absolutely no in-between (other than NOT having any business at all).

Sadly, as I'm sure you realize, most online entrepreneurs are on the former path.

Most online entrepreneurs will, unfortunately, never crack \$5,000 a month in online income, despite their extreme desire and eagerness to have a profitable business and freedom from a job.

100% True Story:

One Man's Path From \$850 To Creating His Dream Life... As A True Business Founder!

Todd Brown began in March of 2003 with a single investment of just \$850 to get started with his online business. He used that \$850 to register a domain name, get some hosting, file for business incorporation, and get set-up with a merchant and bank account.

For the first couple of years online, Todd worked his tail off trying to build a successful business. Not being satisfied with the few thousand dollars he was struggling to make online each month, he sought the aid of "world renowned business coach" and personal business Founder, Rich Schefren.

Within just several weeks of applying the Founder strategies, tactics and methodologies Todd learned from Rich, he was able to quickly scale up his business to the 5-figure level each month. Since Todd's time receiving business coaching and guidance from Rich, Todd has gone on to create three high-six figure successful online businesses. He's since moved his wife and two little girls from central New Jersey, down to a beautiful new home in sunny South Florida. He lives on the water, drives a new Hummer, sends his kids to what he calls, "the perfect private school", and lives life as a true business Founder on his own terms.

Due to Todd's knowledge and grasp of the key Founder business-building principles, he continues to enjoy the fruits of having his 3 companies run on virtual autopilot giving him the freedom to pursue other ventures and enjoyments. As Todd recently shared, ***"The only reason I'm able to work alongside of my mentor, friend, and now business partner, Rich Schefren, is because I learned the key principles of being a Founder... that set me completely free from my companies. I still can't believe this is my life now!"***

Why Most Entrepreneurs Never Get Free...

The ones that do eventually crack the 5K mark will almost certainly have a business... *if we could even call it that...* that is overwhelmingly reliant on their constant presence, and demands their personal time, attention, and input to continue to function and survive.

Frankly, even if you are one of the rare "lucky few" that is able to eventually get to the \$5,000 a month income level, does the idea of "grinding it out everyday" really excite you? Is having a demanding business what you're really looking for from your online business? How long do

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you think you'd really be excited about having a "new job", just... now... at your own company?

Frankly, this is why the overwhelming majority of online entrepreneurs will never experience the joy and exhilaration of having true FREEDOM in their life, especially freedom from their business.

Meanwhile, though, there is a small fraction of entrepreneurs operating everyday under a completely different paradigm and on the latter path of complete and total personal and financial freedom.

And, because of the unique perspective and set of "mental business-growth tools" this small group of entrepreneurs possess, they experience much easier and earlier success with any business venture they engage in.

The Shortest Path To ANY Business Goal...

These individuals... called Founders... are entrepreneurs that understand the shortest path to any business goal... whether it's complete and total business freedom or just an extra \$100,000.00 in your pocket... involves using the same exact Founder Principles.



**Growing your online business like a Founder is the
quickest and easiest way to achieve ANY online
business goal!**

These Founders are true business owners that leverage the "secrets" of designing and engineering an autonomous business that grows, thrives, improves, and functions completely independent of anything they do.

This is why Founders reap the enviable rewards of having a business that funds their personal exploits and desires, and frees them to enjoy the lifestyle of their dreams.

Which Of These Would You Choose To Do With Your Free Time And Money?

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Many Founders choose to use their free time and wealth to enjoy lots of quality time with their spouse and children (while their counterparts are either plagued by a job or bogged down with business responsibilities).

Other Founders choose to use their freedom to enjoy uninterrupted time engaged in their favorite hobby or recreational activity, such as: reading, writing, cooking, or learning another language.

And, some Founders, even choose to use their freedom and excess income to get involved in additional business ventures or furthering meaningful charitable causes.

Sidenote: What about you? How would you enjoy your income and freedom in the next month or two with a business that runs, grows, and profits without requiring you to be there? What would you most love to do?

Regardless, Founders are entrepreneurs who've taken the correct business-building actions to gain the freedom and money to do the things they most enjoy and value. And that's exactly what they do.

So, how does an average entrepreneur become a Founder, you may be wondering.

Even more importantly, is it even possible for YOU to become a Founder, and if so, HOW? The answers may surprise you...

First, it's critical that you realize:

Regardless of what stage of functioning as an entrepreneur you're currently at, you CAN and SHOULD become a Founder and enjoy it's rewards.

Whether you're a complete newbie on the internet and have yet to register even your first domain name... with the right decisions and actions today... you CAN quickly enjoy the fruits of becoming a Founder. Or, if you've been online for a number of years and already have a full catalog of websites and products... also, with the right decisions and actions starting today... you can experience a fairly easy and rapid transformation into operating and living life as a personally-free Founder.

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In essence, the only roadblock or obstacle to becoming and enjoying the fruits of being a Founder is your decision (or lack thereof) to become a Founder.

Please do NOT convince yourself otherwise.

There are no reasons or excuses why YOU cannot and should not experience the life-transforming joy of having a completely autonomous and independent business that grows and thrives without needing you or your personal investment of time every day.

So, I would ask that you commit right now to denying any thought, bias, or unfounded reason why you think you cannot join this "elite club" of true online business creators.

Seriously... commit to it right now. ☺

Done?

Okay, good.

Then let's move on to the next step...

Now that you realize there are no real obstacles truly preventing you from joining the ranks of Founders, the next step is for you to recognize the difference between what many folks consider to be a "successful online entrepreneur" and what a true business Founder really is.

Remember, if you start off going in the wrong direction with your online business and efforts, every step you take simply moves you further and further away from what you really want... and closer to what you don't want.

Which Of These Would You Prefer?

What many people think of as a successful entrepreneur... even many published authors and speakers... is NOT a Founder at all, but is simply an individual with a profitable-to-highly-profitable business.

These are typically individuals who've luckily been able to create a profitable business off of the back of their sheer determination, grit, blood and sweat. (This is NOT a model you need to copy. Not by a long-shot.)

Online this includes many individuals with huge email lists, tons of affiliates, and even thousands of dollars of sales on a daily basis.

But, what most outsiders and onlookers don't know or realize is that even in those rare entrepreneurial cases most of those entrepreneurs still need to spend daily or weekly time in their business if they want it to continue to function properly.

Why Most Online Businesses Stop Growing!

Even the "elite of the elite" within this group need to give their business some level of attention and direction every now and then if they don't want to see their income shrivel, residual growth come to a halt, and popularity eventually vanish.

This is why, some of the biggest names in online marketing with incomes in the millions of dollars are not completely free from their business... and hence... NOT Founders.

Because in these cases, they've built an online business or series of income streams that inevitably is still dependent... in some form or fashion... on their regular input or direction. In essence, all they've really done (unintentionally) is worked hard to create a high-paying JOB for themselves.

For example: some of the highest earning online entrepreneurs... with large staffs and all... still need to determine and decide on their next company product or their next marketing move. What happens if they don't? Simple... a new product never gets created, the new marketing never gets done, and their business eventually comes to a screeching halt.

What You May Not Know About The Highest-Earning Online Entrepreneurs

In other cases, these high-earning entrepreneurs need to regularly check and confirm that their company is continuing to operate within the framework of their original vision and mission. In essence, these

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entrepreneurs still have the daily, weekly or monthly responsibility of staff management and/or leadership.

In both of these instances, and many others just like it, these entrepreneurs have never really fully gotten complete freedom from their business. Nor will they, for that matter, if they continue to operate within their current paradigm.

So, these entrepreneurs will continue to have to create new products, develop marketing campaigns, hire and manage outsourcers or staff, do their company networking and affiliate recruiting, and many of the other tasks needed to continue move a business forward.

Compare and contrast this to the experience of the Founder:

A Founder takes the correct actions in the correct sequence to design and engineer a business that will grow quickly, and continue to grow with new products and income streams, continue to improve its systems and processes, and continue to gain market-share and customer mind-space. And, all WITHOUT any needed input, guidance or time or attention from the Founder personally.

Can YOU Take A One-Month Vacation From Your Business?

In other words, for the Founder, they have a business that is an autonomous operation that functions and flourishes on its own. This is why the Founder can go on vacation for a week, 2 weeks, or even a month or more for that matter... and when they come back... their business will be better, bigger, more efficient, and more profitable than before.

And this is also why the Founder has true freedom. Because they've created a business that thrives independent of them.

Isn't the difference just in what gets outsourced and who it gets outsourced to, you might be thinking?

No, it's not. And I'll prove it. Which leads me to the next point you need to understand (and a myth many unsuspecting online entrepreneurs have been erroneously fed)...

Outsourcing or hiring employees is certainly necessary to achieve long-term enjoyable success online. Especially if you want to escape the trap of being the "chief cook and bottle washer" in your business.

However, WHAT gets outsourced, HOW things get outsourced and WHEN they get outsourced are all critical aspects of growing an independent company that Founders understand.

Has Anyone Fed You The Outsourcing Myth?

Please understand: simply hiring employees or outsourcing various activities to freelancers haphazardly in no way transforms an entrepreneur into a Founder... or... for that matter... guarantees they'll be successful online.

In fact, when done without the correct strategy, outsourcing or hiring can actually cause more business problems for you, hamper your business growth, eat away at your income, and suck-up even more of your personal time and attention.

Think about it for a second: if you're outsourcing or hiring incorrectly right now it's quite reasonable to say that you're in the process of simply creating more responsibility for yourself (not less), and simply creating another area within your business that you need to personally manage every day.

And, it's been this very experience that has caused many online entrepreneurs to have various "control and trust issues" and hence the reluctance to "hand-over" any critical area of their business to a freelancer or employee. Rightly so!

What Every Online Entrepreneur Needs To Know About Team-Building

Conversely, Founders understand that there is a correct time and place (more about this in a minute) to bring aboard specific team members that are given responsibility for appropriate areas of the business. And, with the proper team-building methodology, Founders recruit, develop and nurture the appropriate team members based on the stage of

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their business and current missing core competencies of their company.

(Due to time constraints we don't have the opportunity to explore the depths of the Founder Recruitment Criteria {FRC} here, but please understand... Founders have a specific methodology for effectively building the best team possible for the given stage their business is within. And, it's this specific methodology that eliminates their fears and doubt and gives them peace of mind.)

Equally as important, yet often totally misunderstood:
Founders do NOT build a team to support them in their role within the company.

Let me say that again - Founders DO NOT build a team to support them in their role within their company. This is, in fact, how the typical entrepreneur outsources and hires, yet is the complete antithesis of how the Founder team-builds.

The Founder Philosophy For Team-Building

Typical Entrepreneur



The Founder



Typical, struggling entrepreneurs build a team to support them and their role within their company. Founders build a team that best supports their company, NOT them.

Building a team to support YOU simply creates an environment that is built around you. And, when you do

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that, all you're really doing is making your role... your job within the company... that much more necessary and required.

And, there's no freedom in that approach.

You see; Founders are able to get complete freedom from their business by using the proper methodology to build a "stage specific" team that best supports the short and long-term growth and development of their company.



And, when you build your online business like this (being stage-specific), not only do you set yourself up for long-term growth, prosperity, and personal freedom... but... you also grow your business and income much, much faster!

Build your company as a Founder, and you get complete FREEDOM from your business.

What do I mean by "stage specific"?

I'm so glad you asked. ☺

Being "stage specific" actually leads me to the next level of understanding Founders have about their business that average online entrepreneurs seem to overlook.

Founders recognize and understand that activities, tactics and even strategies that are appropriate for one stage of a business are NOT necessarily appropriate for another stage.

In other words, Founders understand that there's a proper sequence to the application of all business-development activities. **And, applied out of sequence, even the most effective tactics and strategies will yield woefully subpar results and performance.**

Compare this to the way the typical online entrepreneur approaches their business because of the slew of marketing tactics being advertised and thrown at them every day:

Sadly, the typical entrepreneur, being inundated with traffic-generation tactics, SEO tips, conversion strategies, and social media marketing methods, winds up overloaded with information, attempting to implement as much as possible simultaneously.

Again, this is why the average online entrepreneur either struggles just to make a few bucks every month on the Net (if they ever even get their business off the ground), or they have a profitable business that demands an overwhelming amount of their time and attention (*a pretty crappy job, if you ask me*).

Flee From This Online Business Mentality, Please!

The result of this "more is better" mentality: gross inefficiency across the board with everything, and on-going sub-optimal results for their business.

And, it's this lack of clarity and understanding of which activities, tactics and strategies should be done at what point in their business-development, is what leads to stagnant, if any growth, in income and customer-base for the average entrepreneur.

In fact, most online entrepreneurs don't seem to realize or understand that even though there are hundreds of highly-effective business-building tactics and strategies that can be used, there are only certain strategies and tactics that are appropriate to be used at certain levels and intervals of your business-development.

The Correct Way To Apply Marketing Tactics To YOUR Business

Not to mention, the way the common tactics and strategies are used can make all the difference in the world, depending on what stage of development you're at with your business.

For example: as a savvy entrepreneur (and future Founder), you most likely realize that certain backend strategies such as 1-click upsells and downsells aren't appropriate for the beginning stage entrepreneur with no list or product yet.

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Fast forward for a second, and as your business grows and develops, those strategies and tactics that were once inappropriate for the level you were at, not only now become appropriate, they often become vital and necessary.

This Simple Answer To Your Business Problems...

This is why the answer or solution for most online entrepreneurs is NOT for you to learn more marketing tactics or even, necessarily, to get better at the tactics you're currently using in your business.

More often than not, doing more is the exact cause of the inefficiency in your business and results.

And that's exactly what Founders understand.

You see, Founders understand that leveraging effective tactics at their appropriate stage is the key to efficiency and optimal growth and function.

And, appropriately applied tactics... even effective ones... at the inappropriate time is the cause of most, if not all, inefficiency and suboptimal performance in your business (or worse, they're actually blocking your path to success).

This is why the answer for you is to apply the Founders Philosophy of "less is more".

Stated differently: make sure the few tactics and strategies you're using are the ones that are best for you to take your business to the next level right now. And, to operate like a Founder, make sure you're using and applying the least number of tactics necessary to achieve your current business stage objective.

Then, when you do, realize as your business grows and develops, the available appropriate tactics and strategies you have at your disposal will grow with you.

Sidebar: this is also why Founders never experience information overload or "tactic overwhelm". Because Founders use and apply the Founder Learning Path which is built on the foundation of "Just In Time Learning", and not "Just In Case Learning" - the principle that you should only acquire new knowledge that is appropriate for the

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stage your business is in right now and what your business currently needs to move to the next stage.

But, this application of "stage specific tactics and strategies" goes well beyond just what traffic-generation, conversion and customer-nurturing activities you do and when.

Does Your Front-End Operate Like This?

Founders also understand how to structure their company and marketing to properly cycle through front-end customer acquisition and backend customer-growth activities.

In other words, Founders understand the fundamental difference between the purpose of the front-end and backend of their business, and when it's appropriate to concentrate on each.

You see, as Rich Schefren, the "Guru to the Gurus" and Founder of Strategic Profits, taught me early on, Founders understand that the backend of their business (the growing of their average lifetime customer value) is where the real money is made in an online business.

Definitions You Need To Know:

Front-End: the marketing and sales activities you undertake to acquire a new customer for your business.

Back-End: the marketing and sales activities you undertake to sell additional products and services to your customers... after their initial purchase.

However, they also understand that the frontend (their specific customer acquisition activities) is where the growth in their business really comes from. And, most importantly, they understand when it's appropriate to concentrate on one more than the other, and when to switch.

For example: Founders understand that when launching a new company, the first, and most important priority, is to develop and discover the company's Optimal Selling

System (OSS) - the most effective and efficient customer-acquisition strategy. And that, until they have that O.S.S., nothing else is more important or urgent to the Founder. Not product development, customer support, system

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development, or anything else for that matter. The development of the O.S.S. takes precedent over everything in the beginning stage.

And, when Founders cycle both the frontend and the backend of a business at the proper time, each become geometrically more profitable and effective.

This is why Founders are not only able to generate rapid business growth... often to million and multi-million-dollar levels in under a year... but they're also able to sustain the growth of their business long-term (an anomaly for most entrepreneurs).

This Is More Important Than Knowing How To Get Customers

Again, it's not only critical that you ultimately understand how to get customers and grow their average value. It's equally, if not more critical, that you understand, like Founders do, when to concentrate on one and not the other, and when to cycle back.

Combine this understanding of proper "cycling" with the proper application of tactics at the proper stage of your business, and your online business and income will take consistent leaps. It's virtually guaranteed. And, this is a secret (or, at least was) that Founders understand and leverage to great success and wealth.

You see, when you properly develop a team (even just one or two freelancers) that supports your business (and NOT you), and your team effectively executes the proper stage-appropriate tactics and strategies, with timely cycling of concentration on the frontend and backend, **your business and income skyrockets and sustains tremendous growth long-term.**

And, it's this type of "Founder approach to business" that not only gives you tremendous financial rewards and personal freedom, but it also gives you the comfort and peace of mind knowing that you've created an independent entity that will continue to flourish and provide you with the opportunity to live life on your own terms.

Is This What Business

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Is All About For You?

And, that's what it's really all about, right? I mean... that's why you got into business in the first place, I'm assuming. (Me too). ☺

Frankly, though, the real beauty of being and growing your business as a Founder is that you're able to engineer a business that works around your life and lifestyle, and not the other way around.

For the average entrepreneur, their life and lifestyle is almost always (usually not intentionally) worked and designed to support their business.

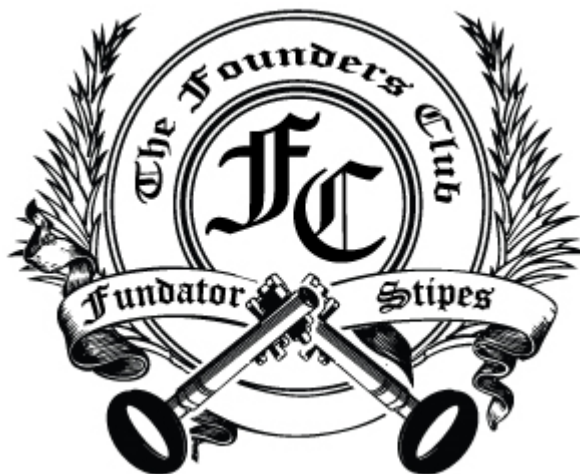
Yet, as I've said before, when you're a Founder your entire business is engineered from the ground up to support you and your lifestyle. Your business is set up to give you total autonomy and freedom. It's really a beautiful thing.

If you agree, I would urge you to make the necessary tweaks to the way you're operating as a business owner so you too can enjoy the fruits of being a Founder. And, please understand, it's a lot easier and quicker of a transition than you may think when you know exactly what, when, where, and how to do everything.

Your Personal And Exclusive Invitation:

If that interests you, I want to invite you to become part of an exclusive group of online entrepreneurs (of all levels) each excited by the idea of becoming a Founder and getting total personal and financial freedom from their business.

On August 5, 2009 at 3PM Eastern Time, Strategic Profits will begin accepting enrollments into a brand new exclusive club called The Founders Club.



As a member of The Founders Club, you'll be given the exact step-by-step guidance to quickly and painlessly turn you into a Founder with total business and personal freedom.

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You'll be walked thru what to do, how to do it, and most importantly, when to do it, so you can personally reap all of the rewards of being a Founder.

If that excites you, as it does thousands of entrepreneurs each reading this micro-report, I would urge you to do two things:

1. Mark your calendar right now for Wednesday, August 5 at 3PM ET.

Again, this is when enrollments will open to the public. And, as you'll learn more about shortly, you want to be one of the first members in "the club".



2. Pay close attention to your email over the next few days leading up to **Wednesday, August 5 at 3PM ET.** Because we'll be sharing with you all of the many benefits and perks you'll be getting as a member of the Founders Club.

So, get ready for an exciting and very profitable and enjoyable entrepreneurial ride. Because you're only days away from getting on the path to total personal and business freedom.

To Higher Profits,
Todd Brown

P.S. Strategic Profits is known for our premium products and coaching programs. Our products and courses have regularly commanded a fair price tag of \$2,500.00, \$5,000.00, and even \$25,000.00. And, most of our customers happily and willingly invest that with us.

I share this with you because even though **Membership in the Founders Club will NOT be a freebie offer, it also won't have a price tag in the thousands of dollars every month.** So, don't worry. I promise, you'll be pleasantly surprised. ☺

You Have Watched The Entire Founder Video Series, Right?



Video #1:
The Foundation Of Becoming A Founder

Video #2:
The Question Every Entrepreneur Needs To Answer If They Want To Become A Founder

Video #3:
The W.H.W. Equation That Turns You Into A Personally-Free Founder

Video #4:
How To Achieve ANY Business Goal In The Shortest Time Possible!

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