Dear Senior Executive,

Imagine if a very successful serial entrepreneur, who has launched eight startups and grown two companies to over $100 million in sales, had worked painstakingly to document the most important business systems, ideas, and lessons he had learned during his 23-year career. What if he had also collected the best ideas and practices from over 1,000 business books read over the 15 years while he was a CEO?

Imagine the impact such knowledge could have on your business and your career. Imagine the time saved! Well, we have just completed two years of effort to package exactly that into the brand new "Secrets of a Serial Entrepreneur™ Series." This series includes books, audio CDs, DVDs and our exclusive CEO and entrepreneur training seminars. It incorporates complete systems for everything I wish I had known when I founded my first substantial business in 1989.

During my career, I have been intricately involved in the success of two multi-billion dollar corporations and eight startups, and I've learned lots of hard lessons along the way, too. At one point, I was creating and launching a new business each year and achieving eleven times the industry average productivity in new product development.

When I first became a CEO, I began reading four, five, and six business books a month. I always subscribed to books on tape. I attended seminars myself – to say nothing of workshops, boot camps, and other executive forums.

And then, I began to notice something. All these authors were experts in only a single business discipline. They could never tie everything together in a framework that would promote success and growth across an entire organization. In any real-world business, all these disciplines are tightly interconnected. Very few people have had the broad scope of responsibilities to understand them all and integrate them effectively. Even fewer had high-growth experience in all size businesses, from startup to multi-billion dollar operations. All this can only be gained after many years experience as an operating CEO.

With that unique perspective I knew I had to create a new series of products that would really help CEOs, entrepreneurs and other senior executives at startups and emerging growth companies be more successful faster.

You could spend tens of thousands of dollars in consulting and not get even half the information contained in this series. It probably would also be a disorganized conglomeration from many different people with biases towards their particular disciplines too. Only an experienced CEO can provide this 20,000-foot level strategy experience across all these disciplines.

Bob Norton

P.S. We guarantee our products 100% and are sure they will save you thousands of dollars in mistakes and generate hundreds of thousands, or even millions of dollars in extra revenue for you over the years.

Table Of Contents

"A wise man is he who knows he knows not."

Socrates

Pick Your Company's Development Stage

① Stage #1: Raw Startup; Steep Learning Curve

1-3 FOUNDERS

Typically in the garage or home with no revenue. Working on figuring out the business model around an idea. Innovation and differentiation are the priorities with a minimum burn rate.

② Stage #2: Early Revenue

1-50+ EMPLOYEES

Just launching a product or service with an initial business model. Some value proposition, but still no proven sustainable or profitable business formula. Business is still at high risk until profitable.

③ Stage #3: Established Customer Base

5-100 EMPLOYEES

Profitable or a clear path to profits based on scaling the business using existing results. "Proof-of-concept" has been completed for a proven market, customer value proposition and price.

④ Stage #4: Expansion/Growth

12–1,000 EMPLOYEES

Market opportunity is many times larger than the company and there is a desire and ability to scale to significant market share and/or revenue growth rate.
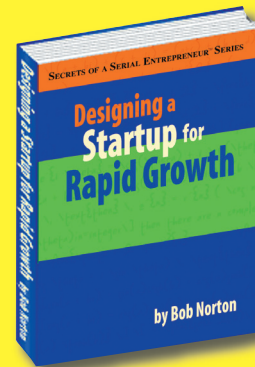
⑤ Stage #5 Mature

The Entrepreneur's Bible -
At Last, A Comprehensive Startup System

The Startup Manual:

FOUR BOOKS IN ONE!

Save 32% over individual prices.

M ost entrepreneurs fail because they do not leverage the knowledge of others who have been there before and succeeded. When your life savings is at stake you really need a system from someone who has done it before.

Here it is — The Startup Manual, with information, systems and models available nowhere else. It's so valuable, in fact, you'll want to keep this near your desk for the rest of your career.

- A proven framework for designing, launching, managing and growing your startup into a successful large company.
- A complete guide for growing your company, from a serial entrepreneur and 15-year CEO who has launched eight companies, grown two to over $100 million, and raised over $40 million in investor financing.

The Startup Manual shows you how to design and optimize your business model for more rapid growth and success with less capital invested. Most new businesses fail to leverage the hard lessons already learned by others. **The Startup Manual** takes you from the idea stage to a point where your company is up and running.

HERE IS WHAT YOU WILL LEARN:

- To take any company from raw startup to $100 million in sales.
- Sales, Marketing, Finance, Operations and Product Development best practices for early-stage companies.
- How to develop and test your business model.
- Develop a marketing and market entry strategy that assures success every time.
- How to achieve competitive advantage and build higher barriers to entry and pricing power.
- Top rules for startup success that successful serial entrepreneurs use.
- Top startup mistakes to avoid that kill good companies every day.
- A hiring system that will boost your chances of getting the best people and a framework for employee development.
- How to define and manage risk.
- The Top 11 Things NOT to tell investors.

COMPANY DEVELOPMENT STAGES   1 RAW STARTUP   2 EARLY REVENUE   3 ESTABLISHED   4 GROWTH/EXPANSION   5 MATURE

Written By a Serial Entrepreneur For Entrepreneurs and CEOs At Early-Stage Companies–The Startup Manual

Limited Time Offer

$197.00 ■ SAVE $40.00

PLUS A BONUS CD WORTH $99.00

ITEM NO. B-01

Company stages:

1 2 3

More information about these books on pages 6-7

ADDITIONALLY YOU WILL LEARN:

1. The importance of vision and a step-by-step process to develop a complete and validated one.
2. How to use a business development roadmap.
3. How to minimize risk by exploring your business ideas and determining their viability in the marketplace before spending money developing products.
4. Using the most powerful market research tool ever invented (and its FREE).
5. The 10 critical rules for startup success.
6. You will learn a perfect startup "model" and case study to follow with philosophies and systems proven to enhance your company, products and culture.
7. Why "100% solutions" for customers can mean certain death for startup companies.
8. How to choose the right employees for startup environments. This mistake alone kills 50% of all startup ventures – here is how NOT to make it.
9. How to increase product development productivity and creativity by a factor of 10!
10. How a CEO's role must evolve as a company grows.

You will receive a 250-page binder packed with information NOT available anywhere else. Your binder is indexed by major topics so you can dig into each area as needed - or read it straight through from cover to cover. BONUS CD WITH BUSINESS DESIGN TOOLS AND FINANCIAL MODELS.

"You have done an incredible job putting this manual together. I finished putting my operating plan together yesterday thanks to your manual and I am amazed at the clarity it brings to the table. It converts thoughts and ideas into concrete doable tasks and tactical functions that can easily be deployed. Kudos for a great product!"

- Jackie Burgoa, President and CEO, Strategic Planning Associates, Inc.

The Startup Manual comes with a year's worth of FREE email updates — as we add new material, you get it delivered to your inbox absolutely free.

The Ultimate Startup Manual

Add any two audio CD SETS on RAISING CAPITAL from pages 8 and 9 for additional savings of $77.00

You get the second 2-hour audio course for FREE. Purchasing the Ultimate Startup Manual right away gives you a completely integrated system with all the training you need to design, launch, fund and grow a company.

$277.00
Item No.B-02

Designing Your Business

COMPANY STAGE ①

Designing A Startup For Rapid Growth

Learn the disciplines of business model design and optimization and the proper business planning process for startups to ensure both your short and long term success. You'll get a complete framework to grow sales faster, reduce startup costs by eliminating common mistakes and position your company for long-term competitive advantage.

It would cost you thousands of dollars in expert consulting fees to get even a small fraction of the exclusive information in this book. Our unique and proprietary business design system will take you step-by-step through the process of designing your business for rapid growth and provide a proven framework for success based on over 25 years of experience launching successful companies. The 120-page book comprises some of the fundamentals of our intensive CEO and Entrepreneur Boot Camp.

$57.00
Item No. E-01

What you will learn:

- How to grow any business to $100 Million in sales and more
- The 11 required elements of a successful company vision
- How to develop your market entry strategy and positioning using competitive landscape maps
- Why your market entry strategy MUST be different than your long term plan
- How to develop your marketing and messaging for more rapid sales growth
- How to achieve 10X productivity in product development
- Why marketing is so critical and how to do it
- How to identify and reduce the risks that kill most good companies
- A tool for determining skills you need for major success
- How to wear many hats in the early stages without killing yourself
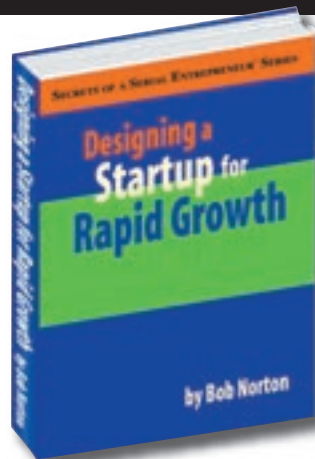
BONUS CHAPTER
Screening and hiring the best consultants and advisers without getting taken for a ride.

Launching

COMPANY STAGE ②

Roadmap to Launching a Startup Company

Learn how to discover and avoid the many common startup traps that most entrepreneurs do not even know exist until it is too late. To be successful you will need to know about sales, marketing, product development, operations and finance; you'll need to hire the right people and to manage them well. And you'll need to develop a complete vision for the company that evolves over time. Don't learn by trial and error like most people. With complete systems and roadmaps for launching your business more successfully, this 127 page book will show you how to plan more thoroughly, execute more effectively and ultimately achieve your startup goals better, faster and cheaper. It is highly recommended that you read the Designing book above before reading the Launching book.

$57.00
Item No. E-02

What you will learn:

- A Roadmap for the 20 things you need to do in the first year
- Why and how any company can grow to $100 million in sales given time.
- How to Develop Your Vision - It is a proven fact that having a vision increases your chances of success in almost everything you do. It allows you to "simulate" and make and correct mistakes before they happen, instead of making far more costly errors with real resources.
- The Proven Top 10 Rules For Startup Success
- A Metaphor For Success: classic best practices from a real life case study
- How to adopt proven techniques you MUST use to your advantage to beat the big guys
- A tool for employee selection that can increase your hiring success rate by 100% or more
- How to get ten times the average productivity in creative and product development teams

Early-Stage Hiring

Secrets To Hiring The Best People

We estimate that almost half of startups do not make it because they hire the wrong people. People that would do GREAT in other environments, but will actually unwittingly kill a startup company. Early-stage companies are very different and require a different "operating mode" and style. Learn to avoid the top hiring mistakes today. This book will take you step-by-step through a proven system for increasing your hiring success rate.

Although average hiring success rates are less than 50% today, you should achieve a rate as high as 90% if you follow these guidelines. The best employees will stay with you longer, too. This system virtually guarantees successful senior executive hires.

Hiring is the most critical skill needed by any CEO or entrepreneur. No matter how good you are at anything else, if you hire badly your company will fail. I know successful entrepreneurs whose management skills leave much to be desired, but their hiring skills and intuition are so good that they have been hugely successful.

$57.00
Item No. E-03

What you will learn:

- Skill Set Framework - A complete system to help you determine the skill sets you will need on your team and discern key factors most people ignore.
- The list of 20 skills you need on your team to grow rapidly
- Top interview questions of all time - interview questions that get candidates to reveal far more than they intend.
- Top 10 hiring tips for senior executives.
- Top 10 hiring list for all other employees.

- When to think about hiring interim, virtual and consulting management help
- Getting value from consultants
- A framework for employee development
- How much information you need to model your vision up to four years out
- What the responsibility of a CEO is in terms of "owning" and understanding the vision.

Managing

Managing an Early-Stage Business for Rapid Growth

You cannot possibly manage a small growth company like you would a medium size or larger company and expect to be successful. *Managing an Early-Stage Business for Rapid Growth* details a framework to help entrepreneurs adjust their mode and style of management according to the five different stages of company development.

Most venture capitalists replace the founders with "professional managers" within 18 months because entrepreneurs do not know how and when to alter their management style as the company grows beyond the early startup phase. Learn how to adjust your management style, risk appetite, evaluation of opportunities and other factors based on the stage of your company. You will drive more sales, invest less capital and have lower costs than competitors. You'll lower the risk of failure and take on new business with energy and resources that might have gone to fighting fires.

Don't let your head hit the ceiling, keeping your company at the same size for long periods when you can transcend these barriers and grow without limits when properly prepared by this book. Most companies stall at some point primarily because they are limited by the founder's or CEO's abilities.

$57.00
Item No. E-04

What you will learn:

- How to shift management gears and style for minimum pain and optimum growth through the five stages of corporate development
- How to avoid the common growth problems that kill companies in growth mode
- Proven systems for managing people in evolving roles by empowering them to grow as fast as your company
- A risk assessment and management tool that will help remove growth limits
- A roadmap of primary goals for each stage of development that keeps you on track

- How to update your vision and how certain roles MUST evolve
- What metrics you need to create, watch and manage closely
- How cultural issues can be managed to smooth out growth problems
- Who you need on your team, virtual or real, to be sure your vision is complete and will work
- How much information you need to model your vision up to four years out
- How your management team must evolve with growth

Bootstrapping

COMPANY STAGE ①

What it Takes to Go From Raw Idea to Outside Funding

Bootstrapping has made many people wealthy, allowing them to retain control of and build their companies while keeping more of the rewards. Yet it always takes longer and costs more to start your company than you think it will, so you always have to bootstrap.

In the current capital environment the bar is much higher for raising both angel and venture capital financing. Outside investors expect you to make significant progress, or have "traction" – meaning most do not finance initial product development and initial sales like they did just a few years ago. In the past you could get a "Series A" financing from venture capitalist for product development and certainly for funding your first sales efforts. Today this is quite rare. How do you get over this Catch-22? Bootstrapping!

This 2-CD SET and its 70 slides show you how to get far on little money. It's not just filled with hints and tips, but contains a complete bootstrapping roadmap that will take you from raw idea to a profitable company on minimum cash.

You will learn:

- The most powerful bootstrapping strategies to leverage your position and assets and get to revenue faster
- How to adjust your business model for maximum impact--minor changes can make a huge difference
- Virtual company techniques that can keep your burn rate low longer
- When and how you can plan on getting financing in a tough funding environment
- How to know when you should pay for something and when you should not
- How to build more value without paying salaries for experts you may need
- What to do to make your company seem more developed and mature
- How much information you need to model your vision up to four years out

$77.00
Item No. A-02

Raising Capital From Angel Investors

COMPANY STAGE ②+

Secrets Of Raising Angel Financing

Learn how to raise angel financing in today's unusual market conditions for early-stage capital. Find out what angels are looking for as indicators of the best deals and what you need to do to prepare your company before you begin contacting angels. This 2-hour audio CD course and its companion 80-slide book is much more than just hints and tips on finding angels. The package contains a complete roadmap to be successful raising money from angel investors in this tough environment for early-stage capital.

We will compare and contrast angel, VC and corporate financing sources and discuss when each is appropriate.

What you will learn:

- What are the market conditions today and how do you adjust to them?
- How to prepare your company for angel financing in virtually every area (idea, team, market research, investor slide presentation and more)
- What kind of financing terms you can expect, plus a discussion on valuation and pricing your stock
- The 12 top mistakes most CEOs and entrepreneurs make when looking for capital and how to avoid them
- What needs to be in your presentation, business plan and other messaging to succeed
- How do you find and approach angels?
- What do angels look for as indicators of the best deals?

Bonus material you will receive:

- A complete resource list of networks and local groups of angels
- A review of financing sources and the best circumstances to approach each today
- A special bonus report: The 11 things NEVER to say to angel investors.

$77.00
Item No. A-01

COMPANY DEVELOPMENT STAGES ① RAW STARTUP ② EARLY REVENUE ③ ESTABLISHED ④ GROWTH/EXPANSION ⑤ MATURE

Raising Early-Stage Capital

Introduction to Raising Capital For Early-Stage Companies

Raising financing for early-stage companies is not easy. Only 7 of 1,000 companies that try to get professional venture capital succeed. So don't blow your funding opportunities making the most common mistakes 95% of entrepreneurs do!

Instead, learn a proven system for raising capital from a serial entrepreneur who has raised over $40 million (not in the bubble) from many different sources. As an angel investor for many years and as a member of the screening committee for reviewing angel deals, Mr. Norton understands what VCs and angels are looking for today. He has also done due diligence work for venture capitalists. This course is broad and will cover many sources of financing including grants, loans, angel investors and professional venture capitalists.

Our 2-hour double audio CD set and its accompanying 80 slides provide a proven step-by-step system to build value in your company that any investor can see, and to attract capital like a magnet. You will learn about current market conditions and what you need to be successful in terms of team, market, idea and financial parameters.

What you will learn:

- A step-by-step process to evaluate your company and its ability to raise capital objectively
- A system to help determine which funding sources are the best bets for you
- The 10 most common mistakes entrepreneurs make raising capital
- Who do you need on your management team to succeed

- How much should you ask for and how do you determine this amount—and what amounts are deadly to ask for today?
- How much time to allow for fundraising and how to shorten the process
- How to prepare your company for VC financing in virtually every area (idea, team, market research, investor slide presentation and more)

BONUS: Sample term sheet and much more we don't have room to list here. Plus we include case studies that illustrate the requirements for VC, angel financing and other sources from $50K to $20MM.

$77.00
Item No. A-03

Raising Professional Venture Capital — Coming Q2 2005

Learn how to raise $5 million or more in venture capital from professional institutional investors. This is an advanced course—you should have already studied either our "Secrets of Raising Angel Financing" or "Introduction To Raising Capital For Early-Stage Ventures" audio courses.

You'll get much more than just hints and tips on raising venture capital with this course. You'll get a complete roadmap for getting your company, team, marketing, sales and finances into proper shape to be successful. Learn the long sales process and dance that VCs require, including presentation, partners meetings and due diligence. Venture capitalists won't tell you what they want to see – but we will.

You'll also learn how VCs test you, and how to pass these traps with flying colors—they figure if you don't already know these answers you are not their kind of entrepreneur. VCs also want to leave the door open, just in case you start being successful without them – so they don't burn bridges. This means many never say "No." How do you leverage this?

This package also contains many sample slides that should be in your venture capital slide PowerPoint presentation to dramatically increase your odds of success. **See Venture Capital Directory page 18.**

What you will learn:

- What are today's market conditions and how to adjust to them
- How to prepare your company for VC financing in virtually every area (idea, team, market research, investor slide presentation and more)
- What kind of financing terms you can expect plus a discussion on valuation and pricing your stock
- Best ways to get referred to VCs through their most respected channels so they HAVE TO read your business plan or presentation
- What needs to be in your presentation, business plan and other messaging to succeed, and how this needs to be very different from raising money from angels

- How do you find and approach venture capitalists – the best process and timeline
- What VCs look for as indicators of the best deals
- How to follow up with them while not seeming pushy

Bonus materials also included;

- A resource list of venture capital directories and their market specializations
- A sample term sheet
- The 11 things NEVER to say to venture capital investors.

These 2-hour audio CDs are a terrific value and are packed solid with non-stop information. You'll want to listen to them two or three times to glean all the value and ideas contained in them; you'll also want to pass them around to your other management team members so they too can help raise capital. Following up with our CEO & Entrepreneur Boot Camp DVDs will provide more advanced material on fast-track growth for your company

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Save By Purchasing These Complete Product Bundles Designed For a Specific Stage of Company Development

Designing Your Business Model DVD Bundle

COMPANY STAGE 1

Everything you need to design and optimize your business before launching. This takes you through the systems you need to do to design a business for rapid growth and success. Ideally all these should be done before you hire a single employee, but it is never too late to improve your business's model, positioning, vision, team and to lower risks. Strategy, Market Entry and Positioning For Startups – Differentiating and Beating Bigger Competitors.

1. Roadmap to a Vision for Startup Companies
2. Hiring and Developing Your Startup Team for Success
3. Competitive Strategy, Market Entry and Positioning for Startups
4. Market Research the Right Way for Startups and New Products

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FREE BONUS eBook (a $57 VALUE)– Designing a Startup For Rapid Growth
All five videos plus the book separately $370—only $197 together!

Launching Your Business DVD Bundle

COMPANY STAGE 2

These are all the things you need to know as you begin your launch, hire your team, develop your product and begin sales and operations. (The Designing Your Business package is recommended first.)

1. Entrepreneurial and Intrapreneurial Marketing – Entering New Markets Successfully (Includes bonus "Branding" video.)
2. A Superior Product Development System For Startups – Getting Products Out Much Faster and Cheaper Using Proven Skunkworks Strategies
3. Managing The Sales Process For Startups and Small Businesses – A System For Superior Results Using a Direct Sales Force
4. How To Hire Sales Winners For Startups And Small Businesses

FREE BONUS eBook (a $57 VALUE) – Roadmap To Launching A Successful Company – Achieving Your First Sales Separately $489—Together only $287

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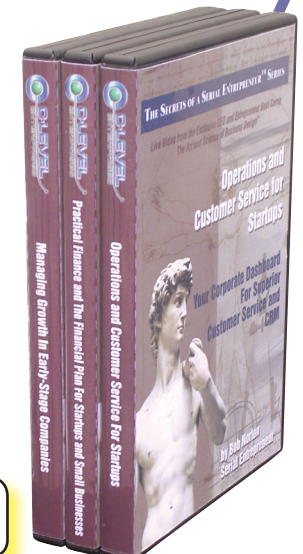
Growing Your Business DVD Bundle

COMPANY STAGE 3

Everything you need to manage your businesses growth better and achieve faster revenue growth with less risk. How to shift gears smoothly and avoid the traps that kill and stall companies every day.

1. Practical Finance, Financing and The Financial Plan For Startups and Small Businesses – Systems For Success
2. Operations and Customer Service for Early-Stage Companies
3. Managing Growth in Early-Stage Companies – Shifting Gears

FREE BONUS eBook (a $57 VALUE) – How to Manage a Business For Rapid Growth – You Must Shift Gears To Grow Separately $400 – All together only $197.

$197.00
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No matter how much experience your management team has, the 14 DVDs that comprise this training program are GUARANTEED to improve BOTH your company and your team significantly and quickly. Other than attending "The Art and Science of Business Design™ CEO & Entrepreneur Boot Camp" personally, using these live videos from that program is absolutely one of the best things you can do for you, your company and your management team.

Not only will CEOs cut years off their own personal 15+ year learning curve, but also your entire management team can use these DVDs to synchronize language, strategy and direction. No other product series we are aware of can have this kind of impact on an early-stage company. Using these will allow you to improve and optimize your corporate vision, business model, sales and sales management processes, marketing, product development, hiring, management and most every other aspect of an early-stage company. Each DVD is described in detail on the following pages. Our DVD series integrates the experience of a 15-year CEO and the best practices and ideas meticulously extracted from over 1,000 business books. The 14 DVDs utilize 12 different systems that will help you figure out what you "don't know you   don't know." You and your

All of the DVDs in these three BUNDLES plus more are contained in this MASTER SET

COMPANY STAGE(S): ① ② ③ ④

Complete DVD Set covering the four stages of

STRATEGIC CORPORATE GROWTH...
ALL 14 DVDS
Save 35% over individual prices.

team will readily remove formerly invisible limits on growth and transcend those elusive barriers that hold back so many early-stage companies from achieving profitability and success before the cash runs out.
The bundled DVD sets on the facing page are designed for those who need expertise in any one of the first three stages of growth, but you can save a bundle and significantly increase your overall expertise and chances of timely success by purchasing the entire 14-DVD set.

Limited Time Offer
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PLUS A BONUS CD WORTH $99.00
ITEM NO. D-13

Includes:
a. 300 page manual of slides and articles
b. Business Design & Optimization Tools CD
c. Business Design Process Poster
d. Bonus Video "Using Professional Services"

The Advantages of Video Training

1. Visual and auditory input increase retention
2. Replay at will for deeper understanding and refreshers
3. Get your entire management team on the same page with both strategic level models and shared language and ideas
4. Very low cost and high value that improves with each use
5. Eliminate travel and hotel costs and travel time
6. Use at home or anytime that fits your schedule
7. Let employees check out and use as a professional development benefit

Vision

Roadmap To A Vision For Startup Companies

The 11 Required Elements of a Successful Corporate Vision

You probably know that a well-defined corporate vision will greatly enhance any company's chance of rapid growth and success. But developing a vision is a complex process, and few people understand what a complete vision really is and how to develop one. Typically it takes many years of experience to develop this skill. Unfortunately little training has been available from people who are real visionaries on how to develop a rock-solid vision. No more.

Our step-by-step system will teach you how to run models in your head so you don't waste time and money with real-world trial and error. No one has ever offered a system like this anywhere before.

Most people's definition of a vision is far too incomplete to truly enhance a business's chances. Your ability to communicate your vision effectively to your team, stakeholders and customers determines a great deal of your success.

$59.95
Item No. D-01

What You Will Learn:

- What a vision is and how you know when it is complete
- How to know your vision will work before you begin spending lots of time and money to launch it
- Why a product and market position is really only about 10% to 20% of a well-planned vision, not the entire vision. Don't make that mistake yourself as so many others have!
- Who you need on your team, virtual and full-time, to be sure your vision is complete and will work
- How much information you need to model your vision up to four years out
- What the responsibility of a CEO is in terms of "owning" and understanding the vision, and where the management team fits in

Market Research

Market Research The Right Way For Startups And New Products *Developed by Ralph E. Grabowski*

Before you launch a new product or service, or even a new company, you need to gather the facts and validate your market. New market research concepts can help your company design ONLY those products and services that deliver the benefits customers will pay for. You need proven methods to validate your startup's market and steer your efforts in the right direction.

The Market Research DVD takes you through the process of understanding the methods, processes and tools to conduct market research that will help steer your startup towards success. We will help you allocate your valuable resources to understand customer needs, buyer behavior, and the competition before you actually launch your new product or service. You can avoid the pitfalls that both large and small organizations fall into by using the wrong people and processes. You'll also discover the most common traps to avoid.

$127.95
Item No. D-02

A 2 DVD SET

What You Will Learn:

- 11 steps to market research heaven
- How to budget your market research project: the ideal ratio of front-end market research investment vs. product development
- How to validate the size of your market segment from the bottom up as opposed to from the top down
- How to quantify the number of potential customers through rigorous primary market research
- How to understand the investment model, projected payback, and when to ramp up staffing

Also included are two case studies that illustrate good and bad methodologies. These case studies show a company that created billions in value by doing its market research right and adjusting its business model appropriately. Another was turned around after initial success and then spiraling down. These are lessons every entrepreneur must know.

PLUS you get a FREE bonus video containing our Risk Management and Reduction system that shows you how to reduce and manage market launch risk and other risks.

COMPANY DEVELOPMENT STAGES ① RAW STARTUP ② EARLY REVENUE ③ ESTABLISHED ④ GROWTH/EXPANSION ⑤ MATURE

Competitive Strategy

Competitive Strategy, Market Entry and Positioning For Startups

Differentiating and Beating Bigger Competitors

Today, entering a new market or launching a new product is a more complex and risky endeavor than ever before. Crowded markets, short product life cycles and competition around every corner is the norm, not the exception. Today your market entry strategy must almost always be different than your long-term market position and strategy. Learn why this is true and ignoring this kills many companies. You must enter a market in a fairly narrow niche that is well differentiated in the eyes of the target customer.

You'll learn the proper way to use Competitive Landscape Maps (CLMs) to build a superior market entry strategy focused on delivering only those niche product and service attributes that customers will pay for today.

You'll also discover what makes a high potential business, what makes a strong idea, how to identify and infuse valuable features into your products and services, and you'll get the tools you need to define, model, test, communicate and enter new markets with higher confidence and clarity.

$89.95
Item No. D-03

What You Will Learn:

- Better differentiate your product or service using competitive landscape mapping tools, allowing you to protect your market-entry position and have pricing power
- Get more sales using a Unique Selling Proposition (USP), Visual Selling Proposition (VSP), and Emotional Selling Proposition (ESP)
- Protect your margins and market by raising higher barriers to entry, and compete successfully with much larger companies
- More easily attract high-quality investors and employees
- Differentiate your market entry strategy from your long-term market strategy—an absolute MUST today

Hiring

Hiring and Developing Your Startup Team For Success

The Skill Set Matrix™, Management Methods and Employee Organizational Development System

The average cost of a bad hire at the executive level is over $100,000. Further hiring cost, severance pay, and morale are not the only culprits. Don't forget the many hidden costs like lost sales, poor hires made by the bad hire, bad decisions, and lost customers. No startup can afford, or sometimes can't even survive, many such mistakes.

This DVD will take you step-by-step through a proven system for increasing your hiring success rate. You will learn how to match people to jobs based on experience, talent, and even personality using simple and effective models that will greatly improve your ability to hire the best people.

Also included are results of studies that illustrate how and why many people can do certain things well, but will never be good at other tasks. Apply this knowledge and save many thousands of dollars.

$89.95
Item No. D-08

What You Will Learn:

- How to recognize and avoid the classic hiring errors made every day by early-stage companies
- How to use simple skill set and executive team planning, development, and modeling tools to ensure that you have all the skills needed on your management team
- Using various personality type models and picking one that works for you
- How teams are evaluated by venture capitalists and angel investors
- How to completely round out your own team even if you don't need outside investors
- Why one of the biggest factors in hiring for early-stage companies is ignored more often than not and literally kills companies every day

Marketing

Entrepreneurial And Intrapreneurial Marketing

Entering New Markets Successfully For Entrepreneurial Companies and Small Businesses

Marketing new products and services is radically different than even a decade ago—it is much harder to claim your market share. Remarkable and rapid changes in the environment and media mean that you must design your marketing strategy with more diligence, care, and knowledge than ever before.
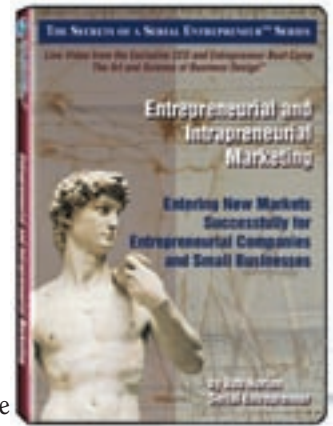
This DVD will teach you to carve out your niche and develop your Unique Selling Proposition (USP), avoiding direct competition with larger companies. You'll learn how to do better competitive intelligence and to develop memorable core messaging and branding while reducing marketing costs and increasing marketing effectiveness.

Learn about predicting adoption and market penetration rates, doing market research and understanding your market, competition, key success factors and your target customer far better. Today your market entry strategy MUST be very different than your long-term strategy and market position, plan and objectives. You need to see this video to understand why and how.

$127.95
Item No. D-04

A 2-DVD SET

You Will Also Learn How To:

- Clearly deliver the key information on your company in pieces so that anyone can understand and absorb it
- Break through advertising and promotion clutter
- Develop a system for evaluating different marketing channels
- Minimize capital usage and avoid competition and attention from big players
- Better allocate your marketing budget among different strategies and channels, and determine whether you need a full-time marketing staff. Many early-stage companies do not need one and don't know it!
- Know when you have done enough market research, and create competitive intelligence strategies that give you competitive advantage

> **Bonus 35-minute video on developing your branding strategy included FREE that could save you tens of thousands in developing your corporate identity and make all your marketing more effective.**

Product Development

A Superior Product Development System For Startups

Getting Products Out Much Faster and Cheaper Using Proven Skunkworks Strategies

Today, product development and innovation are, more often than not, the key to success both in entering new markets and in maintaining market share for any company. This DVD provides strategies and techniques proven to get literally TEN TIMES the productivity from product development teams. In addition to boosting productivity, these strategies also improve creativity, product quality and time to market. This complete framework, plus a case study, gives you all the tools you need to beat larger companies with big budgets and teams every single time.

You will learn strategies, systems and techniques used by "skunkworks" development teams that developed products in less than one-third the expected amount of calendar time, with far fewer people and at a small fraction of the cost. You will examine a case study on a team that created a product 25 years ahead of its time on less than ten percent of the typical budget.

$89.95
Item No. D-05

What You Will Learn:

- The 12 unbreakable rules for dramatic productivity improvement in teams
- Why product development success has little to do with money and how to beat the big guys with a fraction of the budget
- How to manage the development process, including management of team members and engineering and creative personalities
- The optimum development team size and configuration based on people factors, no matter what technology or industry
- How to set deadlines, develop budgets, and allocate time to design steps for faster and better results
- How to develop product specifications and get high-quality customer input that guarantees success
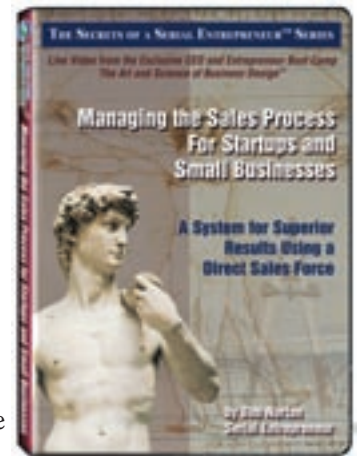
Sales Management

Managing The Sales Process For Startups and Small Businesses *Developed by Suzanne Paling*

A System For Superior Results Using a Direct Sales Force

A strong sales team can make the company! Poor sales and sales management practices create significant problems for many early-stage companies. Managing the sales force is a place where many early-stage companies struggle and often fail for a long time before figuring out their best strategies and processes. The lost sales along the way can cost hundreds of thousands or even millions of dollars and can even kill companies.

Structuring, hiring, and managing the sales force of an early-stage company will always require the CEO's time, and this DVD will show you how to do it right.

$89.95
Item No. D-06

What You Will Learn Systems For:

- Sales channel alternatives
- What to look for when you hire a salesperson or sales manager
- Sales department budgeting, and sales compensation planning
- Sales reporting, productivity and forecasting
- Best practices for hiring sales managers and sales people
- Inside and field sales best practices
- Sales reporting, productivity and forecasting
- Top 10 mistakes that sales managers make

SAVE 35% ON DVD BUNDLES SEE PAGE 10-11

Sales Hiring

How To Hire Sales Winners For Startups and Small Businesses *Developed by Greta Roberts*

Avoiding The Usual Fifty Percent of Sales Hires That Fail

Standard job interviews are about as effective as a coin toss. Close to half of all new hires will disappoint you in their first year. Employee turnover costs are at least three times an employee's salary in direct and indirect costs. What worked ten years ago will not work today.

This live DVD provides a step-by-step system for revamping your sales hiring process. You will learn what challenges to look out for and what groundbreaking new research to apply to the process.
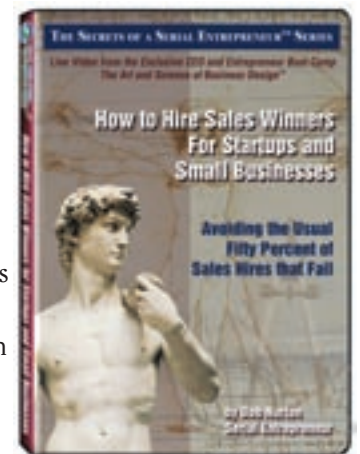
What You Will Learn:

- Eight steps to evaluating candidate assessment tools and how to utilize these tools
- The secrets of today's hiring environment, and how to break through interview challenges to properly view candidates' evaluation layers
- The importance of job fit, and the factors that set your reps up for failure
- Groundbreaking research on top sales performers
- Ways to avoid emotional decisions and personal bias that cause selection of the wrong candidate
- Why motivators far outweigh looking good, sounding good, or other behavior in distinguishing top sales people and predicting future sales success

$89.95
Item No. D-10

Operations & Customer Service

Operations and Customer Service For Startups

Your Corporate Dashboard For Superior Customer Service and CRM

The rubber hits the road in the actual operations of your business. Having the right tools to understand day-to-day interactions with customers, and measuring your success from their perspective, are crucial to getting ready to scale your business.

Our step-by-step system will help you set up and run your customer service and operations with lower risk and better results. You will learn when and how to shift gears smoothly from a Stage #1 company to stages #2 and #3. These stages require different "modes of operation," but few people know how and when to make this transition without major bumps for customers and staff that cause losses in revenue and customer loyalty.

$89.95
Item No. D-09

What You Will Learn:

- Ways to monitor, manage and project your operations results better by developing a powerful corporate dashboard with customizable templates that will improve your entire business
- How to institutionalize customer feedback so the best and worst information is not distorted or even completely filtered out by layers, and by people with personal agendas and biases
- How customer service and marketing need to interact to be successful
- Cultural factors you can influence to drive superior, more efficient customer service
- The top eight ways to improve your customer service – doing these alone could add tens of thousands of dollars to your bottom line very quickly

Finance

Practical Finance and The Financial Plan For Startups and Small Businesses

Systems for Success

Finance for early-stage companies is dramatically different from finance for established and larger companies. Most accountants know little about startups, as they are trained to treat everyone and everything the same so outsiders and investors can compare apples to apples. This is very dangerous for entrepreneurs and CEOs who need good operating data, not normalized, and processed numbers for the taxman. You need to understand the financing environment today, the cost of capital, and the value of your company.

We offer a system designed just for startups, that lets the CEO do essential modeling to understand the key financial issues and sensitivities in great detail. The system will keep you on track, help you raise capital, and understand what really counts at each stage.

$89.95
Item No. D-07

What You Will Learn:

- How to collect key financial information from competitors
- How benchmarking and key ratios can help you understand your market and business better
- How your financial infrastructure evolves through the five stages of company development
- Who you need on your management team to attract venture capital
- How to find your "virtuous financial circle" to scale without outside capital
- Key financial formulas you should know
- What the financing environment looks like and what angels and venture capitalists require today
- The key ways to value your company
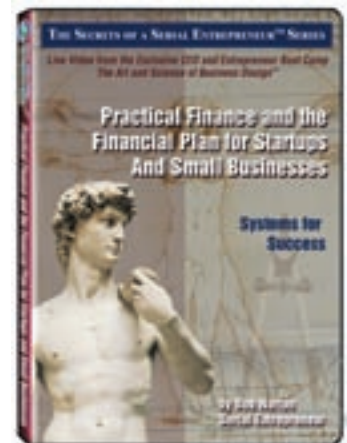
BONUS: Free Financial Projection Spreadsheet.

Managing Growth

COMPANY STAGES ③ – ④

Managing Growth In Early Stage Companies

Special Management Strategies and Systems Needed For High Growth Situations

Early-stage companies can grow at 10% to 100% per quarter—or even per month. This rapid growth creates special problems not typically encountered in larger companies, where adding five people does not double the size of the company. There are very different ways to manage and control growth and culture in this rapidly changing environment. The founder's and management team's talent and philosophies are quickly diluted and stresses can cause major problems with vendors, customers, and employees.

This DVD program provides systems and wisdom from the trenches of rapidly growing companies. We provide a framework that shows you how to manage your company differently as you shift gears through the five stages of corporate development, from a raw startup in a garage to a multi-million-dollar company. This program provides a complete employee development ladder to help the best people grow, and to manage those who cannot keep up. In a rapid growth situation, the people originally hired were chosen for their hands-on skills, and may not be able to step into the management or executive level roles that are quickly created in this environment.

$89.95
Item No. D-12

You Will Learn How To:

- Understand key benchmarks, gear shifting and goals for each stage of development
- Handle cultural issues, as "entrepreneurship" evolves into "professional management"
- Set up incentive programs and handle growing pains
- How finance and measurement systems must evolve and change to keep up
- Manage the most common risks in finance, operations, and culture during rapid growth
- Communicate information to employees, as well as what NOT to communicate
- Maintain the advantages of true entrepreneurship as long as possible

The author grew two companies to over $100 million and one from product launch to $156 million in less than 14 months.

Why DVDs?

DVDs provide a visually intensive training that engages both the ears and eyes to learn better. This modality of learning can provide better retention because many people are visual thinkers. The nature of video is that people will take it more seriously, as they must sit down and watch, not just hear it in the car. Because many of our systems have abstract visual models, understanding these systems well requires studying the accompanying slides while watching. These sessions are packed with information and viewing them more than once is recommended for maximum benefit

You and your company deserve the best and most proven company design, launch and growth practices available, from someone who has not only "been there, done that," but done it eight different times with huge success.

We offer a 100% money-back guarantee on all our products for 90 days, no questions asked. With so much to gain, and so little to lose, why not order today and begin implementing these proven strategies right away!

We believe these DVDs provide one of the best values in entrepreneurship education today. They should return a hundred times your investment within a year by increasing revenue, saving costs and/or making your team more productive and focused. You will save about 35% on individual prices by purchasing related bundles of three or more and get lots of extra bonus material with the entire 14-DVD Boot Camp set (see page 11).

Venture Capital Resource Library

The 2004 Venture Capital Resource Library CD-ROM

with search and screening software and complete information profiles on each firm

This will save you many hours of online research by filtering down to the best firms for your deal in minutes instead of days! Over 1,800 venture capital firms listed with complete details including:

1. Company name
2. Address
3. Phone
4. Fax
5. E-mail Address
6. Website
7. Funds Managed
8. Key Executives
9. Branch Office Locations
10. Investment Criteria

$299.00
Item No. SOF-01

If you're seriously seeking VC funds, VCRL is the most accurate and affordable electronic venture capital directory of its kind. See raising capital audio courses on pages 9-10.

Benefits & Features

- Reputation. Since 1995, this database has been painstakingly researched and validated. Virtually every well-known VC firm in America is listed.
- Microsoft Office Compatibility. Export your results to MS Excel for mail merges!
- Cost effective. Including 1,800+ VC Firms in over 50 industries, VCRL is affordable.
- Refined Searches. Test our search engine with a broad search or narrow your search to match your specific criteria.
- User-Friendly. VCRL is easy to use and has an autorun feature for a stress-free installation.
- Browse, run and save specific searches on your computer.

Venture Capital Starter Pack

The first documents you'll need in one popular bundle.

Get started with our most popular bundle of tools!

Our Starter Pack has everything your company needs to begin seeking capital. The Starter Pack includes our "Plug & Print" Business Plan Template and PowerPoint Investor Pitch.

Includes:

1) "Plug & Print" Business Plan Template

Just plug in your company-specific information where you're instructed, print it and you're ready to start raising capital! No matter what business you're in, our "Plug & Print" Business Plan Template is the fastest, easiest way to produce a professional plan in the standardized format that serious investors expect. Step-by-step instructions tell you exactly what to plug in and carefully guide you through each required topic.

2) PowerPoint Investment Pitch

You've got a meeting with a potential investor... Now what? They expect your pitch to follow certain criteria and be completed within certain time constraints. Are you prepared to tell them what they want to hear? This downloadable PowerPoint presentation, actually used to raise $9M to date, follows the format investors demand.

Instant Download

Word & Powerpoint

$89.99
Item No. SOF-02

We strongly recommend you purchase either "Secrets of Raising Angel Financing" or "Introduction To Raising Capital For Early-Stage Companies" Audio CD Course with this package; see pages 8-9.

The Focus Program For Emerging Entrepreneurs

COMPANY STAGES ② ③

Figuring Out Your Entrepreneurial Profile And the Best Kind of Business For You

Two questions haunt all prospective entrepreneurs: "Should I really be in business for myself? And if so, what type of business should it be?" Sound familiar? If so, you also know that there hasn't been any help available to assist you in answering those questions. Well, now there is. A counselor and entrepreneur who has helped people figure out their entrepreneurial direction for the last 25 years developed this program.

The Focus Program for Emerging Entrepreneurs is a self-study course consisting of six modules plus a special section with case studies that help summarize the information and concepts in the various modules. The interactive CD-ROM has a total listening time of about three hours, but it should be used "module by module" as you listen, respond with answers to various questions asked, stop, gain insight, and return for another module. The program encourages you to take notes and record your insights as you go.

The six modules are titled:

1. Introduction and Overview
2. Entrepreneurial Types
3. Pathways to Ownership
4. Aptitudes
5. Franchising
6. Planning Guides and Summary

In addition, there are several case studies that help better explain and bring the various concepts to life.

The Focus Program will help you:

- Define your entrepreneurial TYPE
- Create your Personal Entrepreneurial Portrait
- Identify and avoid common pitfalls that cause failure
- Relate your personality to the right path of self-employment
- Understand your entrepreneurial self BEFORE you take the leap

When you use The Focus Program you will be amazed at the personal and business insight you will gain, because getting to know YOUR ENTREPRENEURIAL SELF before investing in a business provides a far greater chance of finding the right FIT between YOU and your chosen venture.

$57.00
Item No. SOF-03

MARKETING PLAN SOFTWARE

COMPANY STAGES ② ③ ④ ⑤

Marketing Plan Generator Software: The Best Way To A Successful Marketing Plan

No other marketing planning software compares with this adaptable power for planning

Fast, easy, and complete—This easy-to-use tool will enable even the most inexperienced marketer to create and implement practical marketing plans to find customers, raise awareness of your business and increase sales. Let Marketing Plan 6.0 walk you through the "ABCs" of marketing planning to quickly produce a professional and complete plan.

This latest version gives you more help than ever to create a successful marketing plan for your business. This system has been used by thousands of business owners and marketing managers to ease the task of creating a marketing plan.

With over **70 sample marketing plans**, plus instructions and examples at every step, you never need to worry about writer's block.

$99.95
Item No. SOF-04

Premier Edition Adds:
- More options and flexibility
- Enhanced tables and charts
- Collaborate with others
- Competitive analysis

$199.95
Item No. SOF-05

**Standard Edition · 70+ Sample marketing plans · Help at every step
EasyPlan Wizard® · Fastest way to write a plan**

BUSINESS PLANNING SOFTWARE

COMPANY STAGES ① ② ③ ④ ⑤

The Leading Business Planning Software Used by Everyone from Startups to Fortune 500 Companies.

It's the recommended choice of The Wall St Journal, Inc Magazine, PC Magazine, ZD Net, and PC World. And it's used by Small Business Development Centers throughout the US to provide entrepreneurs like you with the best possible planning resources.

Create a plan that matches the requirements most lenders, angel investors and venture capitalists look for.

This software will help you identify keys to success and define your market. Expert guidance at every step provides the tools you need to make critical business decisions, and every step includes in-depth instructions and multiple examples from real business plans. The software Wizard provides step-by-step guidance and asks you simple questions to guide you through the process of producing a complete business plan. Based on your answers, the Wizard selects the plan outline that is right for your business.

Other features include:

- Wizard Driven Financials: Make sure your numbers work. Every financial table includes a built-in wizard to guide you through the process of creating solid business numbers.
- Row-By-Row Spreadsheet Help: You can't get stuck with the automatic row-by-row help system. It provides advice, information, and answers for every step of every spreadsheet. No template can give you that level of assistance.
- 400+ Complete Sample Business Plans: Avoid writer's block with over 400 sample business plans. Use them for inspiration and research. Import sample plans directly into your own plan.
- 2 Business Books included: Learn the fundamentals of business planning and marketing planning with the two books by Tim Berry, included with your software.
- Legal Tools and Business Reference Library: Get the ins and outs of small business legal issues and learn how to choose a legal structure for your business.
- and much more.

The Top Business Planning Software

New 2005 Version!

400+ Sample Business Plans

Step-by-step EasyPlan Wizard

#1 Rated and Best Selling

Business Plan Software
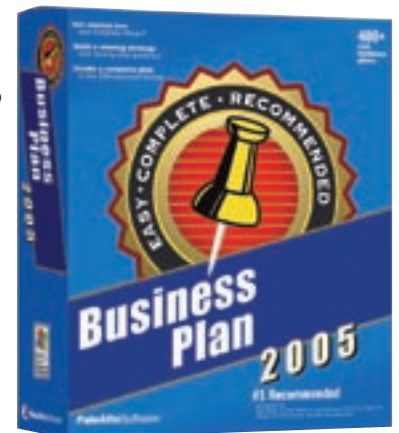
"You will learn things about your business that will reward you with many times the purchase price." -Ziff Davis

Standard Product Features

More than 400 Sample Business Plans

Built-in Market Research

Two expert business books included

Step-by-Step financial guidance

Legal tools and funding guide

Import from Excel

Collaboration Features

Cash Pilot™ for "what-if" cash flow scenarios

Two Powerful Versions:

Standard Edition • Best selling and top rated Help at every step • EasyPlan Wizard® Fastest way to write a plan

$99.95
Item No. SOF-06

Premier Edition • More options and flexibility Enhanced financial tables • Collaborate with others Advanced cash planning

$199.95
Item No. SOF-07

COMPANY DEVELOPMENT STAGES ① RAW STARTUP ② EARLY REVENUE ③ ESTABLISHED ④ GROWTH/EXPANSION ⑤ MATURE

THE SPEAKER'S TOOLBOX

Develop The Communication Skills You Need for Success with The Speaker's Toolbox: A 5-CD Audio Set.

Employees, customers and investors make decisions about you by the way you speak—especially when they are hearing you for the first time. At a staff meeting, greeting a new customer, gathering marketing information over the phone, presenting data at a conference—listeners decide your age, intelligence, qualifications, sense of humor and more from the way you speak. Listeners decide if they want __YOU__.

$197.00
Item No. SOF-08

You and your staff will benefit from becoming better speakers and more effective communicators at any stage, but if you're in the Raw Startup phase, before you call or attend that first meeting, before you make even one phone call, you'll move to the Early Revenue stage much faster with the skills anyone can master from The Speaker's Toolbox.

The Speaker's Tool Box contains the following five most requested topics on speaking used successfully in coaching business leaders since 1964:

1. **Using Visual Aids** - This CD addresses one of the most awkard aspects of any presentation. Learn the three most important guidelines for using visuals of any kind. You will also be introduced to the most exciting tool for preparing and presentation of visuals since the invention of the teleprompter.

2. **Speaking Clearly** - Designed to help speakers improve skills in Articulation, Pronunciation, Speed, Inflection, and generally not to sound boring. There are also tips to maintain a healthy voice, including a list of foods not to eat before speaking.

3. **Being Organized** - Identifies the two ways in which listeners like to have information delivered. These are the only two ways in which people like to organize their thoughts. Learn how to identify them and, most importantly, how to prepare and to speak to these very different patterns of reasoning. Learn our four step outline for organizing your thoughts and presenting them to others. This outline can be used in almost any speaking situation.

4. **Fear of Speaking** - Understand and control this most bothersome experience. Learn the four major causes of nervousness. In addition, learn specific techniques for overcoming and controlling this debilitating experience.

5. **Being Persuasive** - There are only three ways to convince anybody to do anything. That may sound strong, but it's true. Learn what they are and how they affect both your speaking style and the overall impression that you make on your listeners. This CD also contains valuable information on how relationships are established and maintained. Learn the results of a nationwide survey identifying the two most important elements required to build a good relationship.

THE QUANTUM COMMUNICATIONS PROGRAMME™

Communications, Negotiations, and Presentation: Important Skills for Improving Your Businesses And Profitability.

With The Quantum Communications Programme™, you can radically improve your business by mastering the communications, sales and persuasion skills of successful communicators including politicians, lawyers, interrogators, spiritual leaders, and top performing sales professionals.

$147.00
Item No. SOF-09

The Quantum Communications Programme™ includes four audio CDs and an eBook

1. A Quick Start CD that starts you off on the fastest road to results.

2. Interview CDs that include hours of interviews spelling out the details of the program and the road map to success.

3. The Implementation Guide, Check Lists, and Exercises.

4. Ebooks: Double Your Income; Stack the Logs: A comprehensive guide to habits and practices of the most successful people.

You'll find hundreds of new ideas here. But you'll also learn to improve and leverage the communications skills you already have; there are already times and places in your life when you have been persuasive, clear, and powerful as a communicator, or negotiator. This program will show you how to discover, improve and reuse these skills in many different contexts.
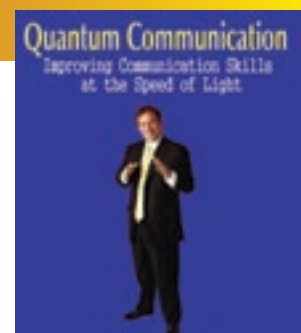
Find Out What "You Don't Know You Don't Know"

The Art and Science of Business Design™

With The Art and Science of Business Design™ you will learn a comprehensive system for designing, developing, improving and running any business.

The Art and Science of Business Design™ CEO and Entrepreneur Boot Camp is a complete framework for starting and running high growth businesses. It combines all the knowledge, wisdom and insight developed over 23 years experience—including 15 years as a CEO—into one intensive seminar. It distills down the best ideas from over 1,000 business books into 12 different systems that will transform your business, improve your strategy, vision and management skills.

As a result this seminar will shorten any CEO or entrepreneur's learning curve by many years and help experienced CEOs become world-class CEOs.

> *"This seminar contains everything I wish I knew when I founded my first significant company in 1989. Lots of it was learned the hard way, but now you don't have to take 15 years and make many of the same mistakes most entrepreneurs do."* – Bob Norton

The Art and Science of Business Design™ is guaranteed to increase your odds of building a successful company dramatically. It's designed specifically for serious entrepreneurs, CEOs and senior management team members who already have significant past management experience and want to grow their business to $10 million, $25 million or even $100 million in revenue. At least three years of management experience is required to attend.

When you take on the herculean task of founding or running an entire business, you need to know how to design, plan and manage each of the enterprise's key disciplines – Sales, Marketing, Finance, Operations and Product Development. You must also be good at selecting, managing and motivating people. And you must know how to refine, iterate and communicate your vision.

However, odds are you came up a career track and have mastered only one or two of these disciplines. That's why we've developed systems and models that will help you make key decisions and get your team strategically synchronized to drive better results all around.

You Will Learn How To:

1. Provide models and roadmaps for success in each major business discipline
2. Understand what you "don't know you don't know" so you can break through whatever is holding your company back
3. Improve your company's market position, sales and barriers to entry
4. Drive your risk and capital needs down
5. Use frameworks for better management, leadership and employee development

As past attendees have attested, this seminar will enable you to use best practices across your entire business and create more success. View video testimonials from attendees and get more information at www.CLevelBootCamp.com.

> **"I thought this seminar was appropriate for any senior level executive to get on the same page strategically with their team and boost their business. I feel I greatly underpaid for the value delivered."**
>
> *John Edmond,*
> *President*
> *Angel Data Networks*

COMPANY DEVELOPMENT STAGES   1 RAW STARTUP   2 EARLY REVENUE   3 ESTABLISHED   4 GROWTH/EXPANSION   5 MATURE

A Note from Our Founder Bob Norton:

When I first became a CEO, I began reading four, five and six business books a month. I subscribed to multiple business- books on tape programs. I attended many seminars, conventions, workshops, boot camps, and other executive forums.

And then, I began to notice something. All these authors were experts in only a single discipline. They could never tie everything together in a strategic framework that would promote success and growth across the entire organization. In any real-world business, all these disciplines are tightly interconnected. Yet very few authors and no seminars I am aware of offer this broad perspective appropriate for CEOs and entrepreneurs. They are an inch wide and a mile deep because the creators are specialists in one area. But wearing many hats at an early-stage you need to be a generalist with much broader knowledge and participation in several areas of the business.

What is needed is a broader scope of responsibilities to understand all the business disciplines at the highest level so you can help design and manage them. These need to be integrated effectively into a philosophy that you will make your own, but that is based on as much experience as you can possibly gather from others who have been there before. Unfortunately this can only be gained after many years experience as an operating CEO, so few people were really in a position to develop this kind of training program.

With that unique perspective I knew I had to create a new kind of CEO and Entrepreneur Boot Camp — The Art and Science of Business Design™. The framework we have designed draws on everything I have learned over the course of my 23-year career as a VP, CTO and CEO.

We firmly believe that attending this seminar will allow you to save, or make, at least an extra $100,000 for your company in the following year. In all likelihood you will get 100 times your money back! It is only a question of how long that will take. Enrollment is limited, so I urge you to reserve your seat today.

I hope to see you there!

Bob Norton

April 21st - 22nd
Waltham,
Massachusetts
Early Bird Registration Deadline
March 21st

June 2nd - 3rd
Atlanta,
Georgia
Early Bird Registration Deadline
May 2nd

September 15th - 16th
Chicago,
Illinois
Early Bird Registration Deadline
August 15th

October 21st - 22nd
Orlando,
Florida
Early Bird Registration Deadline
September 21st

Advanced Boot Camp
December 3rd - 9th
Caribbean Cruise
Early Bird Registration Deadline
October 15th
(Cruise Format: Six mornings
for 3 hours on a 7 day cruise)

For most current information on available dates, or to register online go to:
www.CLevelBootCamp.com

The Art and Science of Business Design™
CEO and Entrepreneur Boot Camp Agenda

BUSINESS MODEL DESIGN

1. Developing a Corporate Vision - What elements do you need for a complete and successful vision that can be understood and developed by your staff? How do you verify that your vision can work in the real world, and how do you design and optimize your business model around it? When should you change your vision, and when should you stand your ground?

2. Market Research and Competitive Intelligence - Here is a step-by-step plan for developing superior market research with minimal resources. You will learn new ways to collect free data and filter out bad information, as well as when to ignore customer feedback and when to take it very seriously. You will also learn how to better understand your market, your competition, and your target customer.

3. Competitive Strategy and Positioning -Your market entry strategy should usually be very different from your long-term market position, plan, and objectives. How do you assess the risks of launching a new product?

LAUNCH

6. Product and Service Development at Light Speed - How do you guarantee that your product or service has a market? What steps do you take to verify and test the product? What twelve things, when used together, can get you five to eleven times the average productivity of your competitors and the market as a whole? Learn "skunkworks" techniques that will maximize your product development productivity and innovation.

7. Entrepreneurial and Intrepreneurial Marketing - How do you know if your business needs branding, advertising, and/or direct marketing approaches? Here you will find a simple step-by-step framework to decide. Not all companies should have a full-time marketing employee or department. What about yours? When and how should you use consultants? How do you know you have enough market research? You will learn about a variety of marketing methods in this session.

8. Sales and Sales Management - Sales is what makes or breaks most companies. Selecting the right target customer, sales processes, systems, salespeople and sales managers are all critical. We will have expert speakers with tremendous sales and sales management expertise to help you avoid the many deadly traps that can arise when setting up a sales department. When do you use direct sales, versus reps or other channels? How To Hire The Best Sales People!

9. Operations and Customer Service - What type of person will do the best job for you long term?

GROW

13. Using Outside Professional Services - Virtual companies have been a trend for many years, and have recently become a necessary component of most early-stage companies. In what areas do you only need a small slice of a full-time person so that you are better off with a consultant? How do you identify the best and not spend your life interviewing? You will learn how to use consultants, lawyers, accountants, outsourcing, and off-shoring effectively and for competitive advantage, as well as how to remotely manage these projects and avoid common traps of outsourcing.

14. Managing Growth And Breaking Through Limits - When do you change and how fast? When do you add layers of management and more senior level team members? How do you build an advisory board and board of directors that will really

After This Your Company Will Never Be The Same.

How do you minimize capital usage and avoid competition and attention from big players? You will learn to develop your Unique Selling Proposition (USP) while avoiding direct competition with larger companies and leveraging what you know through competitive intelligence.

4. **Building Your Team: The Skill Set Matrix™** - Here you will learn an objective and systematic approach to building a more complete team and filling in any gaps. There are typically 20 different skills needed at each stage of a new company's development. Over the growth of a company from raw startup to the $100 million level, that translates to about 100 skills. Who do you need, when and with what skills at what level? What personality types work best and how much experience do they need at the stage of development of your company today? How do you prepare and adjust this for your company's growth and rate of growth?

5. **Risk Assessment, Reduction, and Management** - How can you limit and manage risk and reduce the capital required to optimize your ownership? Management of risk is a must in any business, and sometimes must be done aggressively to gain competitive advantage on larger players. Here you will learn a system to identify, evaluate, and communicate risks, allowing you the opportunity to minimize them.

You will learn to develop a corporate "dashboard" for your business. This will provide a framework for setting up and monitoring customer interactions, satisfaction and results.

10. **Communications, Culture and Delivering** - Hiring smart people you don't have to "untrain." Programming in the right "culture." This tool will help you get a better handle on your business and improve your projections and results consistently.

11. **Hiring The Best** - Nothing can kill your company like bad hires. Here is how to avoid this 90% of the time with a step-by-step process to filter and select the best candidates for ANY role in the company from individual contributor to executive. Now there are proven, superior ways to screen and test people, and you will get a set of step-by-step tools that will change the way you think about your hiring.

12. **The Financial Plan** - What are the key metrics for your business that should be monitored and pursued? What milestones should you set and monitor closely to know when to make adjustments? How much effort do you need from a financial expert? Financing your business and understanding its sensitivity to financial factors are keys to success. You will learn to build a financing mosaic that draws financial resources from many sources, not just one, as well as to verify key assumptions and develop what-if scenarios.

help. Here you will learn about the important stages of a business. Raw Startup companies, Early Revenue, Growth, Established, and Mature companies are all very different. Executive decisions should vary at each stage of development. Your speed of decisions, risk profile, management systems, employee selection, compensation systems, and many other things should be adjusted. Here is a system of organizational development to guide and calibrate your business to needed evolutionary changes and avoid common founder traps.

15. **Pulling It All Together** - We will review the entire framework of our Rapid-Growth-By-Design™ process, including how and why it all works together. We will design an entire business in groups and present these ideas for feedback. You will finally understand why this whole system will achieve greater success and faster growth for any business and have earned your "Masters of Business Acceleration" certificate.

Although we expect to cover all this material at every event, specific content, schedules, breaks, and meals are always subject to change and guest speakers will vary by event.

The CEO and Entrepreneur BOOT CAMP

What's in it for **YOU?**

The Art and Science of Business Design™

Who Should Attend:

CEOs • COOs • Entrepreneurs • GMs
Senior Executives Who Either Run,
or Want To Run, A Business

Why Attend:

1. Learn to improve any business and get it growing more rapidly.

2. In two days, get a completely integrated, proven system for rapid growth distilled from over 1,000 business books.

3. Get an MBA (Master of Business Acceleration) in one intensive seminar. Your new knowledge is guaranteed to improve both your business and your career!

4. This seminar is designed and delivered by a serial entrepreneur and 15-year CEO, who has been involved in eight startups and two multibillion-dollar corporations and who has grown two companies from $0 to over $100 million in revenue.

5. You'll hear from four expert speakers who each have over 20 years of experience in the key management disciplines you need to be successful today.

6. You get a 350+ page reference manual that you will use again and again.

7. You get a CD-ROM filled with easy-to-use proprietary business design tools.

You Will Learn To:

1. Design and position a business for more sustainable competitive advantage and higher barriers to entry.

2. Optimize your business model for minimum risk and capital investment.

3. Better define the exact skills you need on your team and learn how to select people and interview for skills you do not have yourself.

4. Raise capital in any market from the best sources without giving away the company.

5. Inject entrepreneurial spirit into ANY organization, large or small, and improve product development productivity by a factor of FIVE TO TEN times the average or more.

6. Develop a marketing, communications and messaging plan, and a marketing department, that is accountable to a return on investment.

7. Develop and improve your corporate vision to better attract investors, employees and customers.

8. Plan, design and manage a sales department and select strategies, tactics and channels that will work for your business.

9. Hire the best people in every area and understand what personality types work best in each business area to create superior results.

10. Adjust your management style, risk appetite and executive decisions based on your company's stage of development as it grows from a raw startup to a significant business.

11. Manage employees and develop them into more valuable assets for your company's benefit and theirs.

And much, much more that we don't have the room to list here!

What You Will Get:

1. A sure-fire business and career booster that is not available anywhere else. The skills developed during this seminar will allow managers to move up in any organization

2. A complete system that will bring high-growth to any business

3. More cutting-edge, how-to content than you'll find in most 3 to 5-day seminars

4. Reference materials you'll use over and over again, including a 350+ page manual that includes all the slides, handouts and tools presented during the seminar

5. A CD-ROM containing the key tools, forms and templates that could save or make you millions in extra profits

6. Each attendee will also receive one hour of free consulting from our president and founder Bob Norton at our offices in Milford, MA. This is a $400 value.

7. An ebook from our "Secrets of a Serial Entrepreneur Series." Four titles, all written by Mr. Norton

8. Breakfast, lunch and snack breaks included both days

9. A 100% money back guarantee (see web site for details: www.CLevelBootCamp.com)

Only 40 Seats Available at Each Event. Call 508-381-1450 to reserve your seat now.

Regular Registration: $2,195

Early Bird Registration: $1,895 (At least 30 days in advance)

Special rate for two people registering together:

$1,650 each = 50% off for the second executive.

A $500 deposit* will hold your seat until 30 days before any event, then full payment is due.

For most current information on available dates, or to register online go to:
www.CLevelBootCamp.com

Flat Rate CEO Level Consulting Projects For Startups and Emerging Growth Companies

CEO Level Consulting Help For Startups and Emerging Growth Companies

"I love helping young companies break through their barriers. It's fulfilling, rewarding, and easy for me to do. I have saved people $100,000 and many months of trial and error in a single meeting before. I'll always allocate a small percentage of my time to helping entrepreneurs and CEOs through consulting and CEO coaching programs. Doing so allows me to keep sharp in technology, market changes and new products."

Bob Norton, Founder and CEO C-Level Enterprises, Inc. and StartupPlanet.com

Entrepreneurs and CEO's will **ALWAYS** need a specialist in early-stage ventures. Startups and early-stage companies are a **TOTALLY** different animal than larger companies. But most consultants come from larger companies and want to build you an aircraft carrier, when all you need is a speedboat that can turn on a dime. Because plans inevitably will be in constant flux at the early-stage, you can and should be building your infrastructure at a fraction of the cost compared to established companies. The learning curve is always very steep and have no doubt — you will be continually revising your plans. The projects listed below can be done quickly and inexpensively. An experienced CEO can do these best because they span several business disciplines.

If you are launching a new business and have not done these projects before, then you should not expect to successfully complete these highly complex tasks by yourself the first time. For example, it takes many years of real experience working with investors to understand what they expect to see in your business plan, presentation and executive summary. The bar is higher for investors than ever before. Each mistake invariably costs more than expected. The cost is actually your monthly burn rate times the number of months it takes to learn and get it right! Don't be penny wise and pound foolish by waiting months or years before seeking guidance from an expert, because the real cost of **NOT** doing it right in the beginning can quickly become tens or even hundreds of thousands of dollars in actual costs, delays and/or lost sales.

Complete Financing Readiness Review, Critique and Coaching Session

Complete Financing Readiness Review & Critique - Guaranteed to significantly increase your chances of raising either angel or institutional VC funding. A complete slide presentation and executive summary review and critique, plus a coaching session on presenting to investors. Usually takes a week and may be the difference between getting financed and not raising a dime. Less than 1% of companies presenting to VCs will get funded! Only the best prepared and coached entrepreneurs will succeed in today's capital environment. Save yourself months of grief and learning, and don't burn your best contacts. You are too close to your business to do this yourself if you have not raised millions before. Only $850

Full Business Plan Review and Critique

All comments and additions written in context in black-lined text plus a review of reasoning behind each suggestion (35 page size limit at this price, proportionally more for larger plans).   Also provided are sample slides and diagrams you can customize that have proven effective in raising capital. Anyone can write a business plan, but we will considerably improve the plan's strategies and tactics while adding the expertise of an experienced CEO to refine and improve your business model further.   This project could move you forward a whole year!   This is not a writing project; rather, it's designed to make sure the business model is optimized, your business plan is properly organized, complete and acceptable to investors etc. Every customer of this project has gained great value and made undreamed of improvements in their business and plan. Only $950.

Both Of The Above Together At Same Time $1,500

You Absolutely Need a Startup and Early-Stage Specialist For These Projects. Most Consultants Come From Larger Companies and Have Never Been a CEO.

Executive Summary Review and Critique (3 page limit)

This is for people with no budget at all but not recommended alone except for very experienced entrepreneurs. Avoid the mistakes 95% of entrepreneurs make trying to get financing. Review and blackline edits with two conference calls to discuss the improvements entrepreneurs make every day that prevent them from getting funded. Includes a second review after you do edits and additions. This is not about writing style or format. This is about the content, the business model and getting in front of more investors. Only $450.

Develop an Investor Presentation Plus Coaching Session

Develop an Investor Presentation - Developed from a completed business plan supplied by client. Generally about 25 slides. The client must provide all market research. Includes draft, review, improvements and final review with client and some coaching. Only $2000.

Develop Executive Summary - From an existing business plan

(From scratch without a plan is hourly rate.) This is THE key tool to get you in the investor's door and must be "perfect" and complete or it will just burn financing opportunities. 98% are incomplete and rejected immediately. Be in the top 2% for a small investment. Only $1,450.

—————————— Both Of The Above Together At Same Time $2,800

Strengths, Weakness, Opportunities and Threats (SWOT)
Analysis of Your Business

Guaranteed to identify ways to improve your business. This is a full one-day visit and interview with all key executives to develop a report on leverage points that will improve your business. Executives will be required to spend some advance time analyzing SWOT--Strengths, Weaknesses, Opportunities and Threats. A report will then integrate and evaluate their analyses and provide strategic suggestions and organizational development ideas. Report will contain a Skill Set Matrix™ evaluation and specific strategies to prepare for rapid growth. Must be done on site, so additional travel time and direct expenses are billed separately. Only $5,500.

General Market and Strategy Development   Call for Quote

Improve or develop a business model and vision or evaluate a new product launch.

One Year Business Market Entry/Launch Recommendation OR
One Year Operational Plan Development From Only $7,500

Due to time considerations not all applications can be accepted for these projects. Time is committed and reserved with a 50% deposit in advance and credit card guarantee of the balance on completion.

Call 508-381-1450 to discuss your project and timing.

Flat rates align the client's and consultant's goals to achieve the most timely and cost effective solutions. Hourly rates create a conflict of interest for the consultant and the desire to do a "perfect" job—more appropriate for a large company where the rate of change is far lower. Moreover, hourly rates are usually much more expensive. Flat rates ensure a practical job based on the company's early-stage, exposure and other situational factors. Whenever possible we will quote a flat rate for a well defined project. Generally Bob Norton does all of these personally, giving you the full experience of a 15+ year CEO on every project. When appropriate we have other proven experts available with combined professional experience of over 400 years.

Our CEO and Entrepreneur Coaching Program - Only 3 Spots Available

How would you like to be coached or mentored by a 25-year serial entrepreneur and 15-year CEO? How about by someone who has launched over 30 products and services, grown two businesses to over $100 million in sales, and created over $1 billion in shareholder value? Could someone like this on your team every week help you with the big decisions? What if this coaching cost you less than the price of a receptionist?

If you have not grown a company to $5 million, $10 million or $50 million in sales, and you want to do that you will need some help from someone who has. This will greatly increase your chances of success and get you there much faster. If that is your goal, doesn't getting help from someone who has already done just that before make sense? By showing you how to avoid mistakes most CEOs make when breaking new ground, this coaching programs is guaranteed to cut years off your learning curve and generate many times its cost in additional sales and savings. For instance, not knowing how to shift management gears through the five stages of development freezes the growth of most companies. Typically, participants have reached $500,000 to $10 million in revenue and are trying to break through new personal and corporate barriers and challenges.

Everyone knows an executive coach can greatly enhance your performance, business and career by providing outside perspective and experience you do not have. There are about 60,000 executive coaches today, and about 40% of Fortune 500 companies use them to help move their best executives up the corporate ladder.

But most executive coaches cannot claim to be experienced CEOs of significant, growth and/or early-stage companies. So what qualifies them to help you make critical business decisions?

This CEO and Entrepreneur Coaching Program is designed for both new and experienced CEOs who need an outside perspective for "lonely at the top" decisions, from an experienced CEO who will be up to speed on their business.

The CEO and Entrepreneur Coaching Program will advance both your business and you personally. Your business will grow at a far faster pace and you'll develop more rapidly into a world-class executive. "Prudent CEOs" work hard to find out what they and their teams don't know, and fill those experience gaps fast.

Even Tiger Woods needs a coach.

The Coaching Program Includes:

1. **Weekly Phone Meetings** - Average of one and one-half hours per week on the phone working with you "on" the business (not "in" the business) to address the biggest challenges and decisions you face today and for the future. We use this time for strategic planning, evaluation of problems or just about any topic that is pressing that week.

2. **Vision and Organizational Development** - Bob will help you update and validate your vision and fill holes in your management team's Skills Set Matrix (the 20-40 skills required for the success of most companies). He will also provide ideas on ways to expand your business and leverage your core assets that will not be expensive or risky, but will allow you to open up new channels of sales, save on costs or expand your business in new ways.

3. **Review Key Proposals, Letters Plans and Decisions** – Bob will be your co-pilot for tough decisions, always there and always up to speed.

4. **Priority Telephone and Email Support** - You will have Bob's cell phone number to call for quick consultations on important decisions and issues to get the benefit of Bob's experience whenever you need it! Bob will also leverage his personal network of contacts to help you find key answers and resources.

5. **Market Watch** - Bob will remain alert to your personal and company needs while researching and reading, and send you relevant news, ideas and articles that are appropriate to guide you and your company at your current stage of development.

Not everyone is accepted into this program, and it is designed to last a year or more. Applicants are evaluated on a case-by-case basis. A minimum 4-month commitment is required, but to date no one has ever left this program once they started, as the enormous benefits become obvious very quickly. The cost of this program is $1,950 per month and it will save you years of learning, eliminate costly mistakes, and accelerate your business. **Call (617) 571-7591 now to see if this program might be right for you and your company. Complementary half hour sessions available to qualified candidates.**

COMPANY DEVELOPMENT STAGES   1 RAW STARTUP   2 EARLY REVENUE   3 ESTABLISHED   4 GROWTH/EXPANSION   5 MATURE

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