

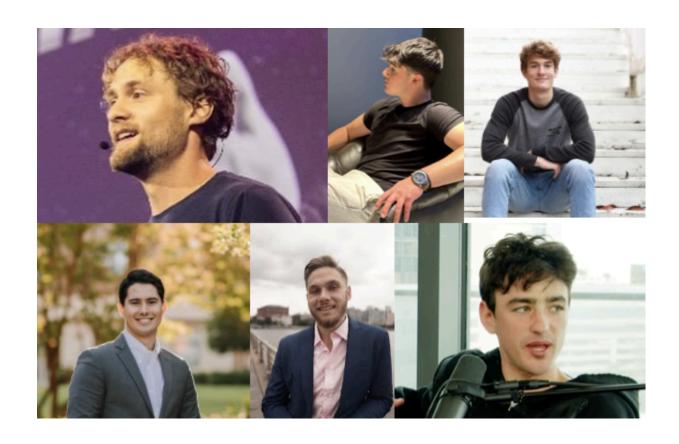
## Welcome to the first ever LIVE cohort of FounderLab

Time Sensitive - 15 Spots Only Accepted In Order Of Application

#### What it is:

- A 6-week incubator for early-stage online businesses who want to grow to 10k / month (and beyond)
- Not a course; an incubator
- Build in real time

By the end of 6 weeks, you will have the foundations of a business that can grow to \$10k/month (and beyond).



#### The first time I've ever shared my system:

- Generated 8 figures since 2010
- Took every coaching client I work with to
  6, 7, and 8 figures
- Biggest client doing \$20M/year right now

"High-level business coaching finally made accessible to early-stage founders."

#### Who it's for:

- Early-stage businesses (0-10k / mo)
- Just getting started
- Started, but struggling to gain traction
- Pursuing info, coaching, or service business (or still deciding)

#### Who it's NOT for:

- Software
- E-commerce
- Influencer brands
- Faceless businesses
- Window-shoppers

#### What's Included...



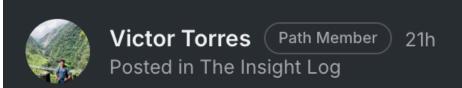
#### The 6 Week FounderLab Program

- Saturdays @ 10 am EST
- 2 hours of live coaching, implementation, and Q&A

#### Powered by FounderDNA:

- Proprietary AI system
- Analyzes your natural business strengths & personality patterns
- Makes strategic recommendations
- Builds your business & marketing assets rapidly and effectively

Right now, the online business world is being rewritten by A1...



## 1st Thoughts on FounderDNA+

Holy fucking shit





#### Week 1: BusinessDNA

- Analyze your natural strengths, zone of genius, working style
- Identify your best-fit business model
- Select your specific target market
- Build your foundation the right way, from the start



"Without this you could be fighting against yourself for years, constantly spinning your wheels." - Mason Vranes

#### Week 2: CustomerDNA

- Deep customer analysis
- Pain points, desires, beliefs, objections, values
- Craft a magnetic marketing message that makes customers say "holy sh\*t this is what I've been looking for."



"Oh my god dude... **This is a cheat code."**- Sebastian Robeck,

8-Figure CMO

#### Week 3: OfferDNA

- Develop a signature offer that can scale to \$10k/mo (and beyond)
- Deeply desirable to your customer, and fully deliverable by you
- Al will help design your offer, your positioning, and your pitch.



Ended up at \$34k yesterday,

\$60k in last 7 days

Im not complaining lol

Was surprised how big of an impact real urgency had

"Get this right, and everything else becomes easy."

#### Week 4: ConversionDNA

- Build your conversion mechanism (aka. "funnel")
- Perfectly matched to your strengths, your model, your market, and your offer
- Al writes your copy, designs your pages, and creates your marketing assets

"Build a funnel that is easy to run and actually converts – without being pushy or salesy."

#### Week 5: GrowthDNA

- Design a proven lead generation system
- No posting 3x/day on 5 platforms
- Execute one focused strategy that fits your strengths, your model, your market, and your offer.

"Attract leads & customers on command – without chasing attention."

#### Week 6: LaunchDNA

- Test, finalize, and go live
- Launch a fully-validated business and start seeing momentum immediately

No more second guessing, hesitating, or pivoting. You'll know you're on the right path because you'll already be growing.

#### The Curriculum:

- Week 1: BusinessDNA (you)
- Week 2: CustomerDNA (who)
- Week 3: OfferDNA (what)
- Week 4: ConversionDNA (how)
- Week 5: GrowthDNA (where)
- Week 6: LaunchDNA (when)



# FounderGPT Your fully-trained Al copilot

- We'll train the FounderDNA Al on...
  - Your voice
  - Your customer
  - Your offer
  - Your marketing
  - Your business
- Creates all of your marketing assets
- Provides strategic guidance
- Runs on ChatGPT or Claude
- No additional monthly cost

Like having a full-stack marketing team & strategic business advisor in your pocket.



## FounderOS Your Mission Control Center

(powered by Notion)

#### 1. The Workspace

- All of your tasks, organized & scheduled in one place
- No more chaos or guesswork; perfect clarity, streamlined focus.

#### 2. The Scoreboard

- Track all of the critical metrics of your business in a single glance
- Make decisions based on clean data, not guesswork or vibes

#### 3. The Second Brain

- Store and organize all of your ideas, insights, projects, research, etc
- Finally, a single, organized system that keeps track of everything you're building.

The exact system I've used to run my business for over a decade.



# FounderHQ Your 24/7 Support Team

#### **Our Private Community:**

- Built exclusively for this 6 week incubator
- Get ongoing coaching from me between live calls
- Ask questions and get real-time feedback fast, when you need it
- Accountability so you never fall off track

Fewer mistakes, stronger ideas, tighter execution, faster growth.



#### Here's everything you're getting...

#### 1. FounderLab (Powered by FounderDNA)

Our live 6 week program

#### 2. FounderGPT

Your fully-trained AI co-pilot

#### 3. FounderOS

Your all-in-one business control center

#### 4. Founder HQ

Our private 24/7 community

FounderDNA designs your business.

FounderGPT builds it.

FounderOS runs it.

FounderHQ supports you every step of the way.



### Exclusive to FounderLab Cohort #1

(will never be offered again)

#### Your Private 1 on 1 Launch Call:

- Fine-tune your strategy and your marketing
- Develop your long-term growth plan
- Ensure you're ready to scale to \$10k/month and beyond

#### Normally \$2,500 per call

(with 6-call minimum commitment)

You're getting access to FounderLab **plus** one on one coaching for less than the cost of a single call.



#### If Your Application Is Accepted...

#### Your Investment Includes:

- FounderLab (live program)
- FounderGPT (AI system)
- FounderOS (dashboard)
- FounderHQ (private community)
- Private 1 on 1 Coaching Call

Will Be: \$3,500

Today: \$1500

 $(or 3 \times $600)$ 

\* Remember, FounderLab is a tax write-off for your business.



## There Are NO Guarantees Of Success

(this is entrepreneurship; certainty doesn't exist)

#### My No-Money-Back Guarantee:

- I am investing a huge amount of one on one time into this program (and I don't work for free)
- If you put in the work, and still need more help, you can attend FounderLab cohort #2 (will be \$3,500) at no cost.

If you need a money-back guarantee to feel comfortable, please <u>do not</u> apply.

# Running a successful online business turned out to be 10x better than I thought it would be...



## ...But it's also *different* than I thought it would be.

It took more work than I thought it would, it took longer than I thought it would, and it's harder than I thought it would be.



## If You're Ready, Apply Below Now

Limited to 15 spots.

First to apply get first priority.