The Social Entrepreneur Hero
Do you want...

To start a business that makes a difference,
To rise above adversity,
To create a better life for yourself and others,
To make great money helping those in need,
To fight against evil, discouragement, and suffering,
To fight for joy, peace, and prosperity,
To become a HERO for the world
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You Will Discover:

• What is social entrepreneurship and why serving others is the best kind of business to start right now

• The Hero’s Journey and how it relates to entrepreneurship

• Types of social entrepreneurship companies you can start

• The enemies you will face on your journey and how to defeat them

• Your Roadmap for Victory

• Share the slides at the end
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It is Time for Focus

- Get rid of distractions
- Grab a paper and pencil
- Are you excited?
My goal

• Educate and inspire you

• Have you believing beyond a shadow of a doubt YOU CAN DO THIS

• Regardless of past mistakes, previous failures, self doubt, lack of skills, or any other excuse

• You have a hero inside you that is ready to awaken

• You CAN become a successful social entrepreneur
A person who is admired for having done something very brave or having achieved something great
The Hero’s Journey

• Coined by Joseph Campbell in 1949

• Many of our favorite stories and movies follow a similar structure

• The structure resonates with us because it parallels real life
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The Structure for Entrepreneurs

• Act One: The Departure
  • Living in an Ordinary World
  • The Call to Adventure
  • The Refusal of the Call
  • The Meeting of the Mentor
  • Crossing the First Threshold
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The Structure for Entrepreneurs

• Act Two: The Initiation
  • Tests, Allies and Enemies
  • Approach the Inner Most Cave
  • Confronting their Greatest Fear
  • Seizing the Sword
The Structure for Entrepreneurs

• Act Three: The Return
  • The Dangerous Road Back
  • The Final Test
  • The Triumphant Return
Your Call to Adventure

• This is your call
• Will you accept the call?
• Do you commit to going on this journey?
• Can you overcome your fears and doubts and do whatever it takes to achieve success?
• Can you become the HERO that this world needs?
• Say YES I CAN!
Meet Your Mentor

• Joey Fehrman, CFA
• Founder of Coachieve
• Ivy League graduate
• Award-winning author
• Entrepreneur coach and business strategist
• Social Entrepreneur
• I strive to be a hero to my clients, to the world, and to you
The Big Realization

Yes, you CAN start your own social entrepreneurship company that serves others and get your first paying client/customer within a few weeks from right now.
The First Obstacle

But I don’t know what kind of company I should start
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Social Entrepreneurship
Why Social Entrepreneurship

- Many aspiring entrepreneurs struggle to find the right business idea
- Many make the mistake of trying to invent a sexy solution to a problem no one has
- Social entrepreneurship starts with the problem, it is fulfilling, and lucrative
- People think first you make money then give back
- I want my clients to get rich by helping others
What is Social Entrepreneurship

• For-profit businesses that do good in the world
• Help improve people’s finances, relationships, health, spirituality, or mindset
• Save the environment
• Help the poor
• Provide education
• Empower the powerless
• Give hope to the hopeless
• Solve world problems

• Let’s look at some real-life examples
• Hopefully they will spur some ideas for you
Client Examples

• Tom’s business is helping to break the cycle of poverty by training the poor with the skills they need to get good paying tradesman jobs

• Karli’s business teaches teenagers and their parents essential financial literacy skills to set them up for success both now and in the future

• Elvis’ business is equipping corporate board rooms to protect themselves against cyber-attacks to enhance America’s national security
Client Examples

• Dira’s business helps high-achieving black women overcome their biggest limiting beliefs so they can reduce their stress and take control of their life.

• Walt’s business turns lost young men with no direction in life into purpose-driven Christian leaders.

• Jasmyne’s business upgrades the mindset of millennials so they can thrive in all areas of their life.

• Chris’ business helps the military smoothly transition to civilian life and ensures they don’t get taken advantage of.
Client Examples

• Taylen and Danielle’s business helps married couples stop fighting with each other and start fighting for each other

• Annette’s business helps unhappy employees find their dream job so they can be fulfilled in their work

• Celeste’s business helps scientists get life science grants for their research to protect our oceans
Client Examples

• Budha helps social entrepreneurs grow their business and profits so they can have more impact.

• D’Leene uses dance to help married couples spice up their marriage and bring the sizzle back to reduce divorce rates and infidelity.

• Amanda’s business helps coaches increase their productivity so they can crush their goals and serve more people.

• And many more.
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Problems That Need Solutions NOW

- America has a broken education system
- Only 8% of people achieve their New Year Resolutions
- Affordable housing crisis
- 32 million Americans have a food allergy and this number is rising rapidly, especially in children
- The fastest growing group of bankruptcy filers are 25 years of age or younger
- 78% of US workers are living paycheck to paycheck
- 3 in 4 workers are in debt, and more than half think they always will be
- 87 percent of teens say they know little to nothing about managing money
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Problems That Need Solutions NOW

• 300 million people around the world have depression
• 70% of people don’t like their job
• Americans are 5% of the world population but generate 40% of the world’s waste
• 13 million Americans are misdiagnosed by doctors every year
• 50 million Americans suffer from chronic pain
• 1.9 billion people are overweight in the world
• 60 million Americans suffer from insomnia
• Over 90% of new businesses fail within 10 years
• 45% of first marriages end in divorce, 73% of third marriages end in divorce
• Average recidivism rate in America is 43%
Problems That Need Solutions NOW

• Over half a million people in the US are homeless
• 43 million Americans live in poverty
• 20 million Americans need substance abuse treatment each year
• 55% of people around the world do not know their purpose in life
• 1 out of 4 teens are bullied
• Suicide
  • Among 15-29 year olds, suicide is the second leading cause of death
  • 51% of transgender males have attempted suicide
  • More military veterans die from suicide than from combat on the battlefield
And You Can Help Them

Yes, YOU!
Do you want to help them?

Would like to make money serving them?

Are you getting excited?
The Second Obstacle

But I don’t know how to get started
The Business Plan

1. Who you are going to help (Narrow Target Market)

2. What problem(s) are you going to help them solve (Value Proposition)

3. Inexpensive ways to promote your service (Marketing Plan)

4. A sales process that empowers and inspires them to invest in improving their life
The Business Plan

5. How to legally starting your business
6. Your product or service and how much you will charge
7. Getting results for your clients or customers
8. Proper management of your mind, money, and time
Only 4 Steps to Having a Successful Business

1. Quickly create a program that will help your target market solve a problem or achieve a result

2. Let the people you want to serve know that you can help them by using your preferred marketing strategy

3. Have an empowering sales conversation where you sell the service at a discounted price in exchange for a testimonial

4. Be a real-life hero by over-delivering for your clients and doing everything you can to get them results
Business Knowledge

• That’s it!

• That’s all you need to get your business off the ground and start making money

• I will share with you later how you can figure all this out very quickly (in 90 minutes or less)
Are you starting to see how this is possible?

Are you getting confidence that you can do this?

Can you start seeing your future successful business?
The Third Obstacle

But I can’t start my own successful business right now because [insert excuse]
The Enemies

• These limiting beliefs are the greatest enemies you will face on your journey

• Not your competitors, not the economy, not the political climate

• You are your own worst enemy
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The Enemies

- Procrastination
- Perfectionism
- Over analyzing
- Fear
- Being indecisive
- Self-doubt
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The Enemies

- But I don’t have the money
- But I don’t have the time
- But I don’t have the skills I need
- But I don’t know the right people
- But I don’t believe in myself
- But I don’t have a budget for advertising
- But I need help
Excuses

• These are all excuses

• People less qualified than you have created successful companies

• If they can do it, so can you!

• “You can have results or excuses. Not both.” - Arnold Schwarzeneger

• Which do you choose?
Powerful Mindset

• I MUST become a successful entrepreneur
• I WILL become a successful entrepreneur
• I must do this NOW
• I CAN overcome my weaknesses, doubts, & failures
• I WILL stand up for myself and be successful no matter what others think
• I am a decisive, resourceful, ACTION TAKER
New Empowering Beliefs

• You CAN decide on a social entrepreneur business idea quickly

• You CAN create a business plan in a short period of time

• You CAN kill your excuses NOW
What Else?

What other false beliefs are holding you back? Write them down
New Empowering Beliefs

• All of your false beliefs have been destroyed

• You know that through hard work, determination, a never-give-up attitude, and a proven step-by-step plan, you can overcome any obstacle and achieve success

• So yes, you really CAN decide on your business idea, write the business plan, start your own company, and get your first paying client/customer within a few weeks from right now and become a HERO for them
You CAN Do This

• But some of you may want some help
• Some of you realize time is your most important asset and want faster results
• You may not want to go on this journey alone
• You may want to ask questions and get support
• You may want some guidance on which business idea to pick and what should be in your business plan
Let Me Ask You a Question

If there was a way for me to help you figure out your business idea and business plan very quickly, would you want to learn more about it?
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IMPACT
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IMPACT

• 90 minute high-impact one-on-one session
• I help you decide on a social entrepreneurship business idea where you can serve others
  • If you have an idea already, I will help you make it even better
  • If you don’t have any ideas, I will ask you a series of questions and then propose a few ideas for you. You will then pick one
• I will help you determine all the details of your business plan
IMPACT

• I will help you determine:
  • Business idea
  • The optimal business model
  • Your narrow target market
  • Your exciting value proposition
  • The best marketing strategies
  • The best sales strategy
  • How to get the skills to deliver RESULTS
  • Your Minimum Viable Product or Service
  • How much you should charge
  • The game plan to get your first few clients
IMPACT

• The business will use proven business models that have the potential to make six or seven figures a year

• It can give you the fulfillment, freedom, income and IMPACT you are looking for

• The business will have low start-up costs and low fixed overhead

• You will fill out a questionnaire before the call so I can tailor the business ideas to your preferences
How does it work?

• You sign up for Impact
• Fill out a questionnaire beforehand so I can generate business ideas based on your preferences
• We get on a phone call for about 90 minutes
• I will first critique any business ideas you have
• I will propose a few new business ideas based on your purpose, passion, skills, and desires
• You will pick the one business idea best for you
• I will help you finish the business plan and give you the steps to get your first client within a few weeks
Who Is This For?

- You want results as soon as possible
- You don’t want to waste a lot of time and money trying to figure out all the details on your own
- You want cutting-edge and innovative ideas you probably would never think of
- You want a plan tailored to you specifically
- All ages, backgrounds, professions, and education levels
- You have the motivation you just need the plan
Your Other Options

• Spend countless hours on Google getting more and more confused

• You can try to come up with your own plan, but how do you know if it is even any good?

• Waste months of time not starting your business, which for a six-figure business is an opportunity cost of $10,000 per month

• Spend $100,000 for an MBA

• Or you can get this problem solved in just 90 minutes
How Much Is a Business Plan Worth?

• How much is a business idea that gives you freedom, fulfillment, income, and impact worth?

• How much is a step-by-step plan that can make you six-figures by being a hero to others worth?

• How much is your time worth, not having to spend months in indecision, procrastination and confusion?

• The answer:
Imagine

- Knowing what business you should start
- Having a step-by-step plan to launch it quickly
- Being able to help others while making money
- Being able to ask an expert an questions you have
- Finally having clarity on how to start your dream business
- Have your first paying clients within weeks from now