

**Let's Help 1k
Personal Trainers & Fitness
Experts have a 1page
Business Plan**

Solid.

We want to empower you to Help 1000 Businesses in your target audience.

We live in an age where everyone wants it quick. Quick success, quick money, quick results. But, greatness isn't build on speed. Speed is a byproduct of experience. It is something earned.

The ability to chop wood and carry water, to do the hard stuff, has never been more valuable. So let's do something difficult together and help 1000 personal trainers & fitness professionals with something they need to be better at - their business plan.

Why Help1k?

In our opinion, most B2B or B2C audiences are too familiar, and frequently burned out, of the typical marketing funnels.

You have a product or service you want to sell, so you come up with a resource (ebook, video series, whatever) which you use to connect with your audience. Then you connect with that audience mid-funnel, and work to convert your warm audience to a sale of your product or service.

Our concept is simple.

1. Do something bigger and create a movement.
2. Make your audience more powerful (where they cannot).
3. Raise the bar for everyone, make them all better.
4. In turn, build a powerful connection with your audience.
5. Offer those you help upgrades and add-ons.
6. Develop a clear business model to sell as the movement grows.

This document.

This document is a proposal to give you a turn-key plan to Help your 1K. Should you wish it, it also includes the option for us to help you build an execute it as well.

Let's form a lasting partnership and build your Legacy.

For 10 years the team at Solid has been committed to building long lasting and value driven relationships with our clients. Working together, we want to help you build and manifest your intentions, your dreams, and your goals.

We believe we're the perfect team to do it.

Legacy is great. What about results?

How about \$50,000,000+

Because that is how much revenue we've helped our clients to create around the world.

Learn more about our best projects at asolid.site

Why Solid?

We make things Solid.

We build you a Solid digital foundation, and build a strong relationship to help steward your brand.

We solve problems.

And when we do, we don't replace that problem with three new ones.

We think of everything.

So you don't have to. Our work is thorough and complete, from design to management and measuring results.

We're allergic to change requests.

The price is the price, we don't play games. We build lasting relationships, and deliver a great product.

Our clients' stories tell our story.

Visit asolidsite.com to see the clients and work
that we're most proud of.

Want to talk to them? We would be happy to
arrange a call so you can have the confidence
that we are who we say we are.

Our promise

Working with us you can expect dedication and focus. We are not a business trying to 'scale' by doing more projects. We want to work with the complimentary and passionate folks (like you) and build amazing things together. We can start right away, and more than anything we care deeply about doing our best work.

After 10 years in operation we are a 'Solid' (aka stable), profitable, debt-free business with a clear vision of who we are, and a strong definition of the business relationships that we can bring the most value to.

You having this proposal means that we have a strong desire to be your partner in building a website (and a relationship beyond it).

Let's talk about your Help1k Plan.

When we started Solid, we took the best of design, development, and content creation - and brought them all together.

The result?

Polished, detail oriented, technically stunning websites/systems which stand the test of time (and are 'actually' easy for you to maintain).

The 3-part Plan

How will this work?

Part 1 - The H1K System (This document)

A. Business Model & Offer

(Who is the 1000 we're going to help and with what?)

B. H1K Website Plan & Wireframes

(How to build/structure, what to say, & where to say it.)

C. Comms & Marketing Systems

(Creating marketing automations and having audience engagement plans.)

Part 2 - Build the System (You or us)

A. Design & Build

(Taking Part 1 and designing and building your website & marketing templates.)

B. Create Your Content

(The best designs require excellent and captivating content to sell it.)

C. Setup Systems & Launch

(Setup automations, marketing systems, social media, and launch with your first 10.)

Part 3 - Run your 1000 (You. But we can help.)

A. Audience Building

(Get in front of your audience through partnerships and hard work.)

B. Get Applications to be 1/1000

(Applications will fill your 1000, and be published on your website.)

C. Engage and Sell Offers

(This process will result in new relationships and sales opportunities.)

What we're going to do.

We'll help you plan out all your systems so you have a flawless blueprint.

H1K Website & Business Model Planning

The foundation of helping your 1000 starts with a website dedicated to the project. This aspect of the project includes the plan for:

An offer page which communicates your movement to your audience (and why you're helping 1000 businesses).

A signup/application experience which leads into the marketing system. This is for those who apply to be 1-of-1000!

A searchable index which will hold 1000 public reports for the 1000 business plans you'll help people with. (This is a key element, as it creates a great deal of SEO and visibility into this movement.)

Opportunities to funnel visitors to join or share this movement with others. (To help build the community outside of the 1000.)

A plan for additional free resources, as well as an about, contact, and FAQ area. (See the sitemap on the next page.)

H1K Marketing & Communication Systems

With a full plan for the H1K website experience, the next step is to have rock-solid communication & marketing systems in place.

This includes planning for:

Email marketing systems & funnels (on any platform).

Content plans to reach your audience.

A social media execution plan (post types, frequency, steps to execute).

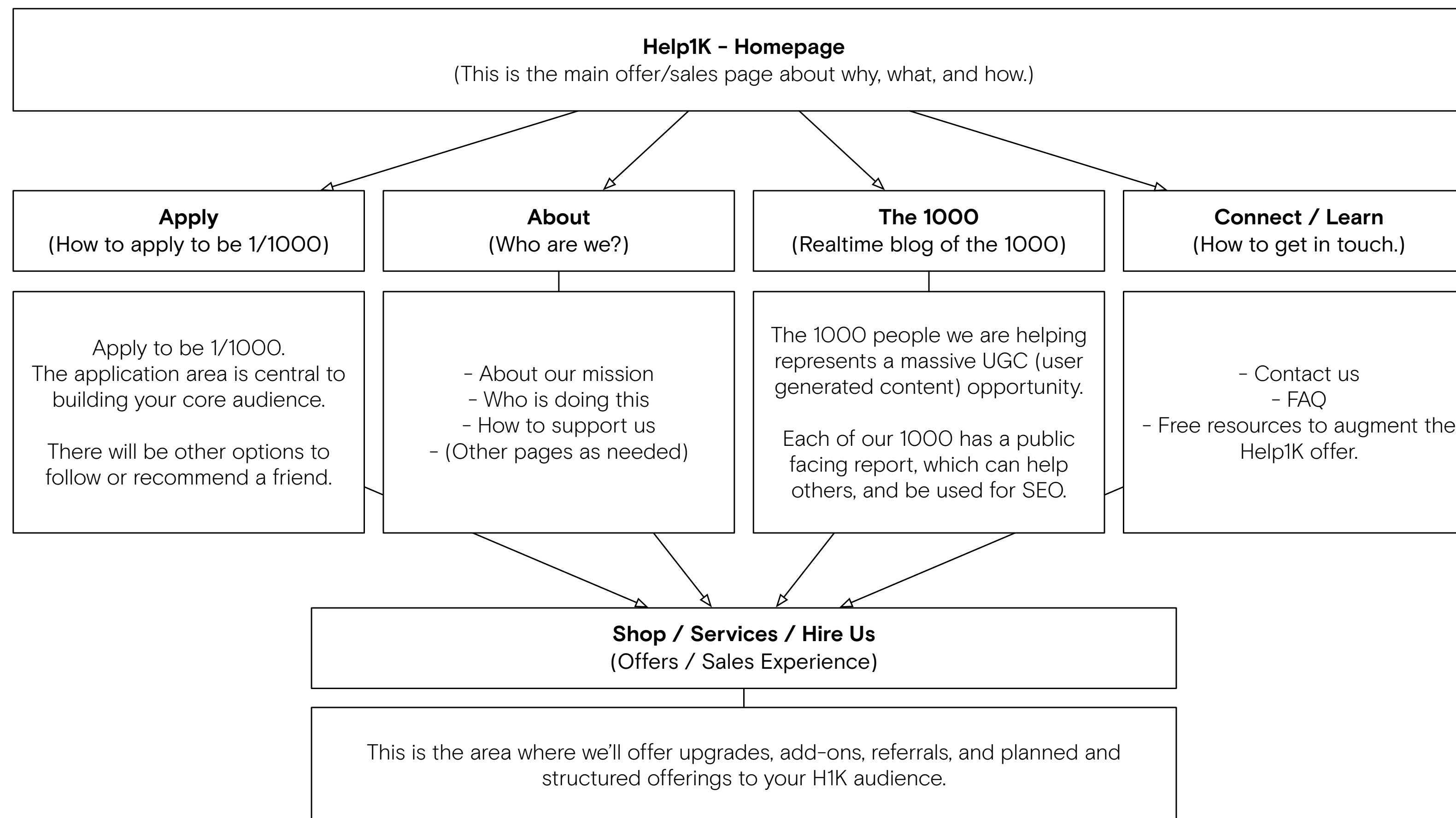
A strategy for creating and running a YouTube channel.

Business modelling for building strategic partners in your Help1k, planning out a system up upgrades and addons that users can purchase.

And finally helping build out connections with additional sales offers you can make to your community.

Early Sitemap

This is an overview of our initial thoughts on site structure. This is something we'll dial-in together.



What happens after the plan is built?

The first step is having having an end to end plan in place. Basically everything you need to properly execute this into something real.

After this is ready, you'll have the confidence and understanding on how to enact this. You can build it all internally... or you can hire us to build it all for you (we don't want to brag, but we're the best at it).

Project Investment

As discussed 5k gets you the full execution plan, business model, wireframes, etc. Optional: Add 10k and we'll build it all, too.

What we discussed.
'Plan It'

\$5k

+

We can build it, too.
'Execute'

Starts at
\$10k*

(Optional)

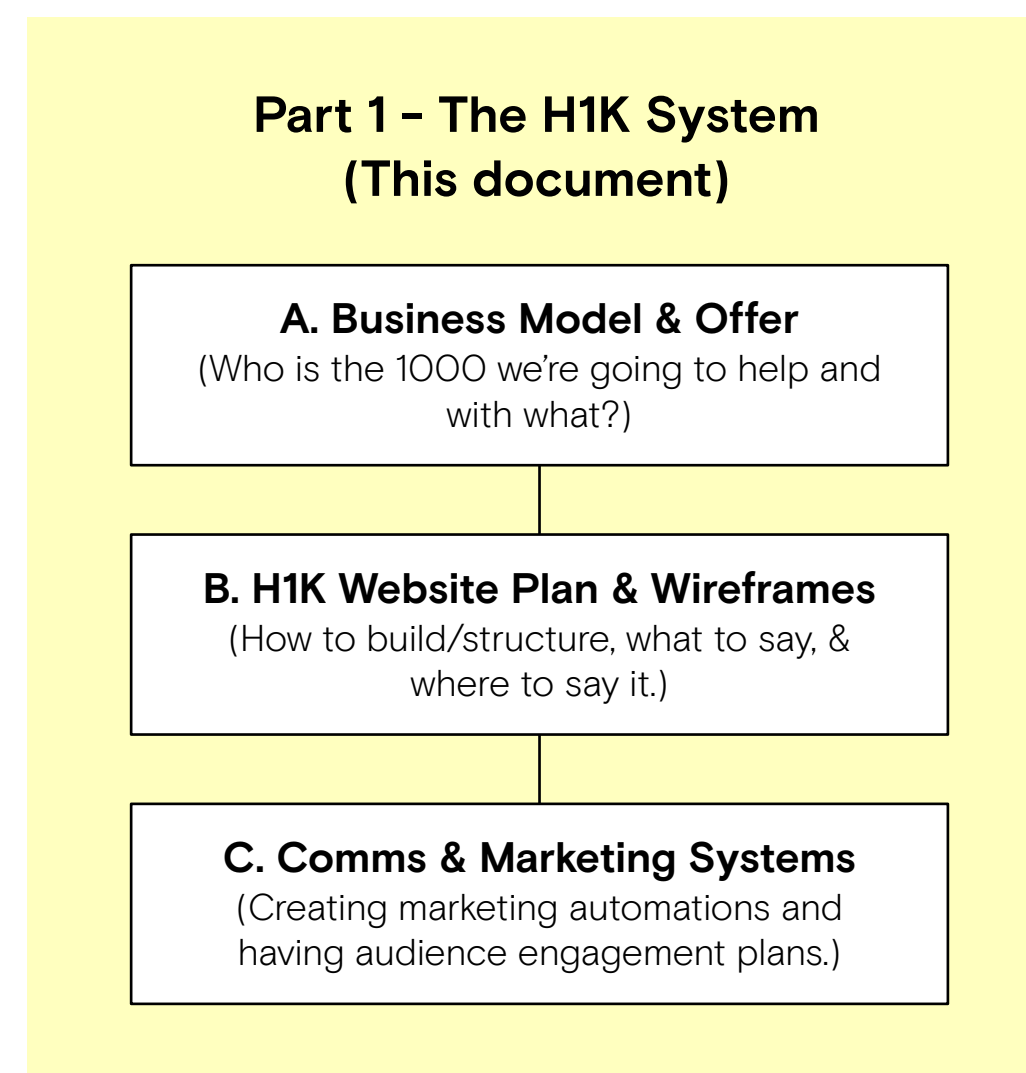
What we discussed.

Part 1: The H1K Plan

As discussed, we will plan & wireframe the entire initiative, from lead magnet emails, to website, for the entire system.



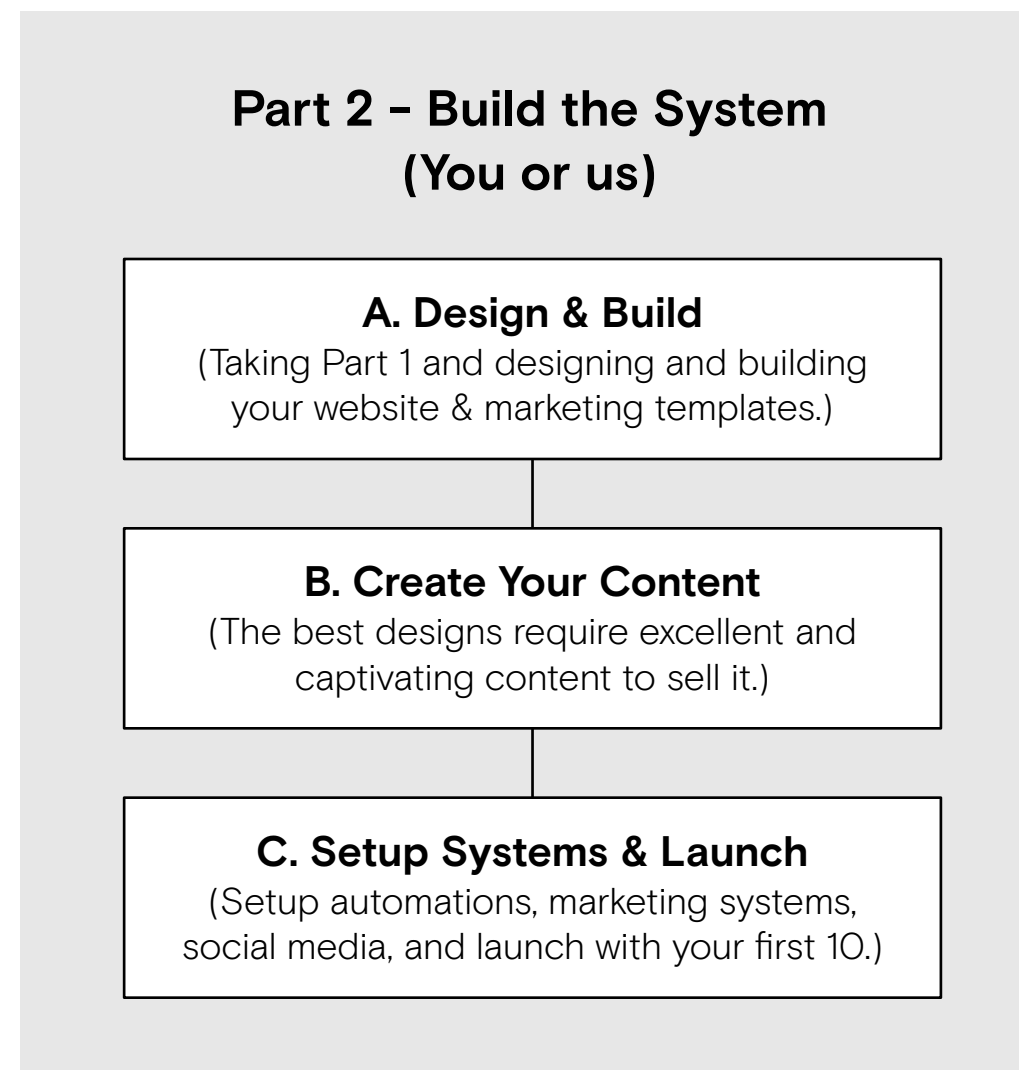
2 payments 50/50
At start, then finish.



Optional.

Part 2: Build it

Build your H1K into a functioning website, funnel, social media accounts, and all the moving parts. Or, hire us to do it.

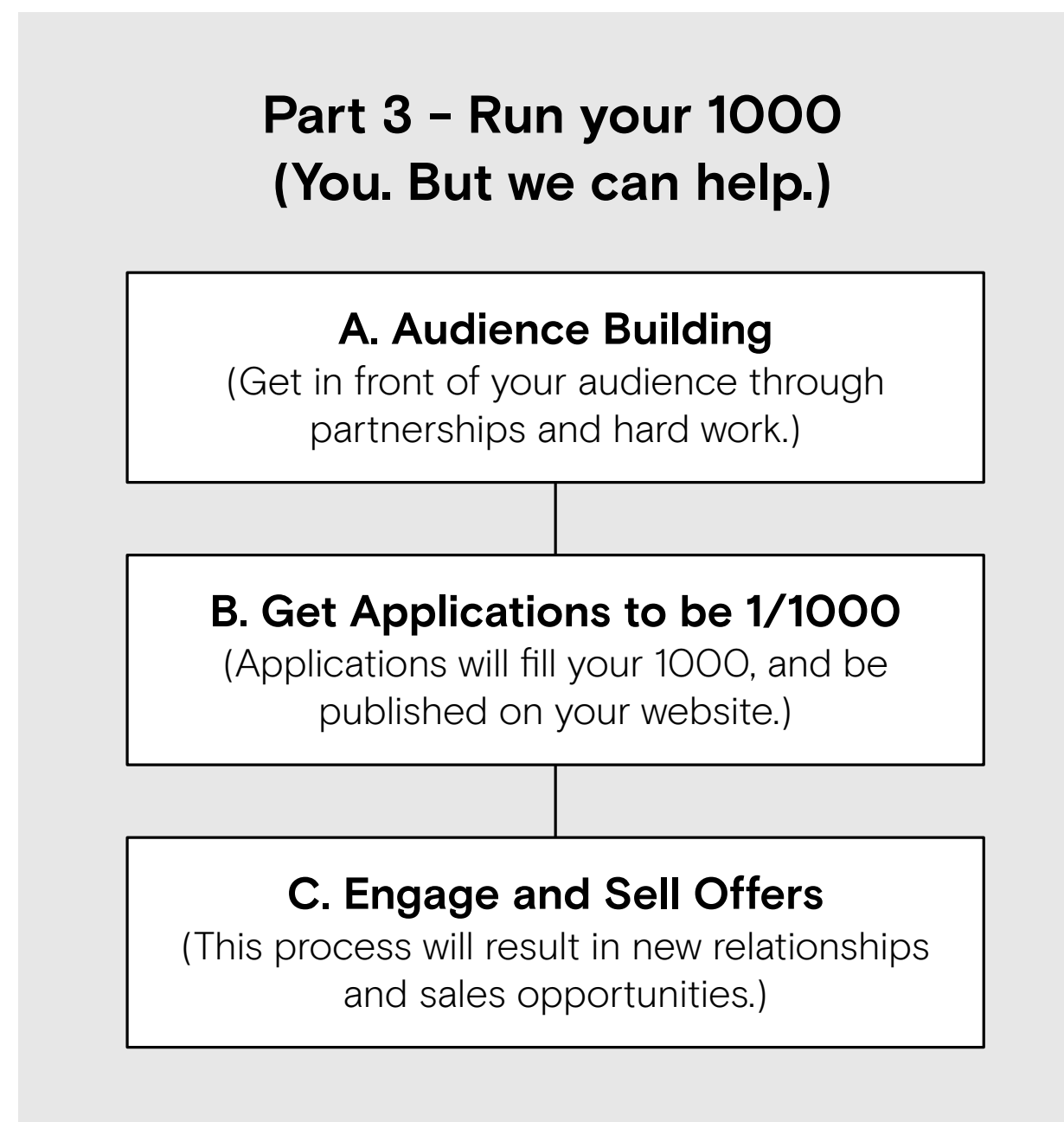


Starts at
\$10k

This is optional. Our focus is on Part 1. You can choose to move forward with part 2 at any time.

The only advantage of choosing to have us build it sooner is that it gets in our work calendar faster.

Can you support part 3?



Short version? Yes.

Longer version?

We need to build a foundation and understand what working together looks like.

That said, we have experience in helping you run this program.



Thank you!

Give this some thought, and let's have a conversation. We want to work with you. If you feel the same, then let's figure out the rest.

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