

Module Manual

The Problem:

I know highly technical entrepreneurs who have difficulty making money.
They tend to overthink businesses and focus on highly theoretical visions.
They do not have standard operating procedures for marketing and sales.
As a result, they often lack infrastructure for scalable business operations.

Other entrepreneurs that I know are successfully generating over \$250K in revenue.
However, they end up working long hours and complain about day-to-day operations.
They complain about lacking automation and ways to handle hundreds of follow-ups.
They also complain that it is tough to find well-rounded and competent staff members.

The Solution:

I am developing a **detailed** step-by-step ***standard operating procedure*** that includes:

- **Comprehensive Training**
 - ◆ Detailed directions (defining the Who, What, When, Where, How, & Why)
- **IT Infrastructure**
 - ◆ Hosting, CRM, financial transaction API, full system integration, reporting
- **Business Development**
 - ◆ Registering an EIN, Incorporating, creating a board, financial model, etc
- **Full Service Digital Marketing**
 - ◆ DCC, PPA, SEO, MAS, link & content marketing, email marketing, etc
- **Sales Team Management**
 - ◆ Hiring, onboarding, training and managing commission-only sales reps
- **Customer Support**
 - ◆ The sales reps handle the support tickets, email, and phone requests

The directions are generic; The specific "business opportunity" is omitted by design.
That way, the directions can be reused by serial entrepreneurs in different industries.

The directions are called “The Manual”

Features:

1. A new company is created to handle the marketing, sales, and customer support
2. The services are provided to sets of very similar clients to reduce customization
3. The Manual builds the new company to \$1M - \$20M yearly revenue & 5 - 15 staff
4. The Manual uses a "black financial model" that relies on initial sales for all funding
5. The clients pay low fees for services upfront to prevent problems with collections
6. The Manual allows someone to "earn while they learn" about the various concepts
7. The Manual is written for a sole manager who owns & operates the new company
8. The Manual is written in a Google spreadsheet to make it easy to use and discuss

9. The Manual can easily be filtered to omit information and be relatively user friendly
10. The Manual design makes usability testing and refining business operations easy
11. The Manual is updated with a clear answer every time a manager asks a question
12. The Manual directs the manager to outsource most of the technically difficult tasks
13. The Manual creates a virtual call center where all of the staff always work remotely
14. The Manual includes all of the interviewing, onboarding, training, and daily tracking
15. The information related to a specific business opportunity are added when needed
16. The completed directions will be reviewed and improved by subject matter experts
17. There is custom software to handle transactions, reporting, and system integration
18. The technology stack is integrated, open source, and very inexpensive to operate
19. The financial software allows service providers to get paid directly from customers
20. All marketing campaigns are in sequential order based on risk, speed, and ROI
21. All of the risk related to marketing, sales, and staff is limited to the new company

The new company is called a “Module”

Opportunities:

- ★ The Manual can be sold as an "online course" ([like these courses](#))
- ★ The Module can be used to support real estate-related companies
- ★ The Module can be used to market, sell, and promote SaaS services
- ★ The Module can be used to provide full support for affiliate marketers

Examples:

1. [Click here to see the phases of The Manual](#)
2. [Click here to see the stages inside the phases](#)
3. [Click here to see the tasks inside the stages](#)
4. [Click here to see the directions on how to write rows](#)

Next Steps:

I am looking for people that can help me finish writing the Module Manual directions. For example, the Manual currently needs the marketing campaign “to do lists” written. That is just a matter of searching for “SEO campaign” and creating a to do list for it. After the Manual is complete, a team will use it for the **Opportunities** (listed above).

Please contact me to discuss opportunities to collaborate and negotiate compensation.

I look forward to working with you!

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