

## **Ezra Firestone - Blue Ribbon Mastermind**

### **Why You Need a Mastermind**

My name is Ezra Firestone, and I'm the industry's leading expert in ecommerce (their words, not mine!). And early on in my career, I realized this...

Masterminds make a whole lot of sense.

Think about it: You're out there every day growing your business by testing new strategies, trying new software, and making new connections—but imagine if you could get the benefit without all of the time and effort. In a mastermind you don't just benefit from your work, you benefit from everybody's work.

And with Blue Ribbon, you will grow your business much faster.

You will also enjoy your business more because you'll have us. I don't know about you, but we love this stuff, and we know that being a business owner can be a hard and lonely undertaking without the support of a community.

The top-level mastermind for ecommerce

Take your business to the next level with the collective knowledge, resources, and support of a

community of highly successful business owners.

Blue Ribbon is a mastermind for high-earning ecommerce sellers, but to join you need more than just a fat wallet. Our strength comes from our collective experience and open cooperation,

and for the benefit of the group we only accept those who fit our unique set of criteria:

Yes, you must be a successful ecommerce seller.

You must have integrity.

You must be positive and looking to have fun.

You must have a willingness to share and learn.

You must be committed to enjoying your success now.

### **The Big Picture**

#### **Ecommerce Platforms**

Amazon: An unmatched opportunity in ecommerce – Amazon is an all-in-one ecommerce solution, and the best place to start a new brand.

Ecommerce Store: A platform that you control – Anyone who is in this game for the long haul must have their own independent ecommerce store.

#### **Sources of Revenue**

Advertising: The only consistent, scalable source of visibility – If you want to build a sustainable business, you must master the art of paid traffic.

Content Marketing: How to stand out in your market – To compete in this industry, you need to engage your audience with story-based content.

Email Marketing: The best way to keep your audience engaged – 35% of your revenue should come from sending content and offers via broadcasted and automated emails.

#### **Team Building & Management**

Hiring Employees: When to scale and how to choose the right people at the right time.

Building A Happy Team: Creating an enthusiastic team is the most fun, consistent, and sustainable way to produce good work.

Project Management: How to scale your operation and achieve your goals faster.

Mindset

Taking Responsibility: The more responsibility you're willing to take, the more your business will grow.

The Long Game: We are not interested in get-rich-quick schemes; we are interested in deliberate, consistent growth through sustainable strategies.

Passion and Purpose: Why do you want to grow your business? Once you achieve your goals, will you actually enjoy your success?

Lifestyle

Balance: You don't want your business to take over your life, you want it to make the other areas of your life better.

Health: How to feel good, and avoid letting the work-from-home lifestyle wear you down.

Testimonial:

"Ezra is a practitioner as well as an educator, which makes the information he's talking about really valuable for someone who wants results similar to what he's getting."

-James Schramko