

OUR CORE BELIEF + PURPOSE

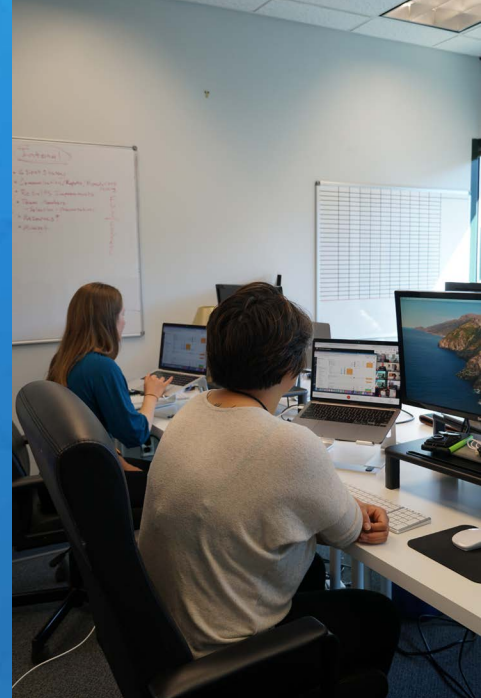
“Growth is a minimum requirement.”
– Bill Hauser

The following is the SMB Team’s **vivid vision**. This is a detailed overview of what SMB Team will look, feel, and act like by December 31st, 2023.

With our industry-intelligence approach, we create powerful combinations of business growth solutions (services, education, and coaching) that have the biggest positive impact on the industries we enter and can be replicated in new markets.

We operate with a core belief: **if we do the right thing for our clients and solve an important need, we deserve to grow 200% every single year**. We take responsibility for helping our clients grow THEIR business.

In return, we grow our business. We pioneer a growth-services, client experience, and coaching hybrid model that helps our clients increase leads, sales, AND removes barriers to business growth. We disrupt the traditional “smoke-and-mirrors” agency model (and culture) by pioneering a transparent, education-first approach that empowers our clients.



OUR TEAM + CULTURE

Our team is disciplined, consistent, innovative, clean-cut, professional, healthy, entrepreneurial, listening, looking ahead, education-obsessed, and accountable. We are a performance-based, numbers-obsessed culture with unlimited opportunities, incentive plans, and profit-sharing for high-performing team members.

We are fast, raw, and honest in our communication. Hiring and firing processes are crystal clear. We are intentional with how we spend our time.

Team members can move within the company to do what they love! We invest a lot in fun, engaging company outings, trips, and benefits.

- We are voted as the **#1 place to work** in one market.
- We have **immaculate offices in Pennsylvania and Florida**, which reflect our core values.
- We are 85% in-office, 15% virtual. We believe in **face-to-face collaboration**.
- **We give back** measurable time and money to charity every year.

FINANCIALS + KEY NUMBERS

By December 31st, 2023, we will have 140 happy, accountable, aligned, and well-paid team members who feel that they can reach their personal goals in tandem with the goals of the company. Here are the key financial numbers of SMB Team:

\$348M POSITIVE IMPACT ON THE ECONOMY

\$34.8M ANNUAL REVENUE

20% PROFIT MARGINS (\$7M)



CORE BUSINESS ACTIVITIES

POWERHOUSE GROWTH AND MARKETING SERVICES

We know the psychology of our clients better than they do and use that market knowledge (along with research and testing) to create **simple marketing packages and budget allocations** that work for micro-niches within the legal industry and beyond. Our strategy is constantly updated based on key trends and we never learn on our clients' dime! At the end of the day, we do **WHATEVER IT TAKES** to produce results for clients and help them turn leads into sales.

Our clients work with SMB Team on strategic 12-month agreements, at a 98% ARR renewal rate due to our sticky "trophy asset" service. Clients treat us as the "GO TO AGENCY" and we are recognized as the most operationally efficient marketing agency in our space. We infuse our operational efficiency with great strategy, transparent education, and first-mover pivots.

We continually optimize, communicate, and provide ongoing coaching.

We have a clear product/market fit with our pricing models and the value we provide. We buy "operational efficiency" (such as buying an SEO company) and hire A-Player talent through poaching and acquisitions.

GROWTH-COACHING (MARKETING AND MANAGEMENT FOR CLIENTS)

Our coaching program is recognized as the best in the legal industry and is built on fifteen core concepts with three pillars: **Accountability, Community, and Results.** Clients have access to a comprehensive goal dashboard, CEO training, strategic planning, proven frameworks, culture coaching, and Marketing Director As A Service (MDAAS) for quick decision-making and implementation of timely and practical marketing content.



COACHING PROGRAM FEATURES:

- 400 clients at \$4,000 ARPA/month.
- 50% of our coaching clients have **service agreements** with us.
- \$15,000,000 coaching business runs on three hours of Bill's time per week or 12 hours/month.
- **Two law firm tracks** based on practice area and/or size.
- **Strategic partnerships** with best-in-class vendors
- **Lawyer coaches** run the program (for lawyers BY lawyers)
- Lawyer workshops in **every city** and 50 lawyer members per city who provide referrals.

SALES + MARKETING

SMB Team's brand is the most well-known and respected name in the legal industry. We are the source of business education for lawyers. Clients experience the "SMB Team Effect" which PUSHES them to hit the next level FAST. We are flooded with UNSTOPPABLE 5-star reviews and video testimonials from our clients and team.

We dominate the legal vertical by blanketing all inbound (Google PPC + SEO, YouTube SEO, Social Media, Partnerships, Public Relations, etc..) and outbound (Cold Email, Calls, Audits, Direct mail, etc...) channels where we can provide value to generate leads. These marketing efforts generate half of our business. We outspend the competition thanks to our self-liquidating information products (2 to 1 ROAS) and our high margin coaching business.

Our quarterly and annual summits are the biggest and best in the legal industry. We leverage hybrid (virtual + physical) events as a core differentiator in our business model. Each event easily gets 5,000 attendees and \$15M+ in revenue at one summit.

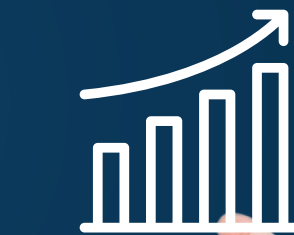
"HAPHAZARD" MASS MARKET BRAND

We capture value from any non-legal attention we get. The Mass Market brand drives big recruiting and networking efforts. Our mass-market talk show is the largest value-based entrepreneurial webinar show anywhere.

Bill writes a Top 10 business book of all time that becomes a huge lead generator for us. He is recognized as a Top 10 personal brand in entrepreneurship for one subject and is regularly securing spots on large talk shows. Through the mass-market brand, Bill amasses a strong "cult-like" following that can be leveraged for SMB Team's future.

Key Marketing Numbers:

- We have 30+ team members in our internal marketing department.
- We are spending \$3-5M/yr on marketing.
- We have 1M YouTube subscribers.
- We have a 1M email list (100K legal opt-ins).



SALES TEAM

We have a world-class sales team of 30+ MOTIVATED and high-performing salespeople. Our sales team is educated, energetic, aggressive, professional, and well-trained.

The team has an outbound culture and clear sales process, allowing them to hand-pick "right fit" clients. We also have tried and true sales systems on the backend that convert low ticket into high ticket offers. There is complete synergy between our marketing and sales teams.

“WOW” CLIENT EXPERIENCE TEAM

SMB Team has a **revolutionary, “full-journey” client experience team and system**. 50% of our new revenue comes from our client experience team. Our Client Experience team easily generates a 98% ARR renewal rate, with everybody working with us on a contract basis.

We obsess over every client touchpoint (from start to finish) and have systems and culture to back it up.

This includes communication standards, milestone education, marketing and sales processes, onboarding, expectation setting, strategy recommendations, renewals, and more.

We use “giftology” and remove all frustrations from the client experience. We take responsibility and **get our clients RESULTS** with all of our programs. Consistency is a key value.



INNOVATION

At the SMB Team, we stay innovative by always finding ways to disrupt the market that we're in.

We believe that if you're not growing, you're dying.

By always looking around corners, we innovate things like: Marketing Director as a Service, Music Videos for Attorneys, BYOCoach Franchises, LawFirmSalesForce.com, Legal Directory, SAAS, Acquisitions, Franchising, Unique Strategic Alliances, etc.

HEADQUARTERS

We have **two beautiful and immaculate offices** in **Pennsylvania** and **Florida**. We have our own building and it feels like working at Google. Our core values are clear on the walls and updated numbers are visible on televisions across the office.

We have a base of flawless systems and accountable teams infused with niche-specific strategies and fast-moving innovation. We build a holdings company of resources, talent, and systems that can be

applied to any niche in the future. We have our own product and software development team.

Our acquisition model is crystal clear and we have FULL confidence that every client who signs up will gain huge LTV and generate more business for us through repeat business and referrals. We gear up to potentially have vertical CEOs with clear KPIs + Strategy Blueprints within the SMB Team infrastructure.

