



SMBTeam

VIVID VISION

The following is SMB Team Legal's Vivid Vision. This is a detailed overview of what SMB Team will look, feel and act like by December 31st, 2026.

We offer unique combinations of business growth solutions. These solutions have the biggest positive impact on the industries we enter. For now, the legal industry is what we will transform.

Fueled by the pain of my parents' bankruptcy, divorce and their almost-suicides during the 2008 recession, I (Bill Hauser) REFUSE to let people and businesses feel the same pain that I felt.

Our mission is to create a company that is recession proof and that allows our team to do what they love. In that process, we help our clients build the same security in their own companies.

OUR CORE VALUES

1

BE THE BAR

We don't reach the example, we ARE the example

2

3 WAY WINNERS

We want wins for our clients, team, and company

3

EXTREME OWNERSHIP

We take personal responsibility for our outcomes

4

ADVERSITY IS AN OPPORTUNITY

Obstacles are actually opportunities

5

GIVE MORE THAN YOU CAPTURE

We strive to give 10x the value to our clients

6

GROWTH IS A MINIMUM REQUIREMENT

If we're not growing, we're going backwards

7

RADICAL TRANSPARENCY

Being upfront and honest is always the best decision

OUR CORE BELIEF + PURPOSE

"Growth is a minimum requirement." – Bill Hauser

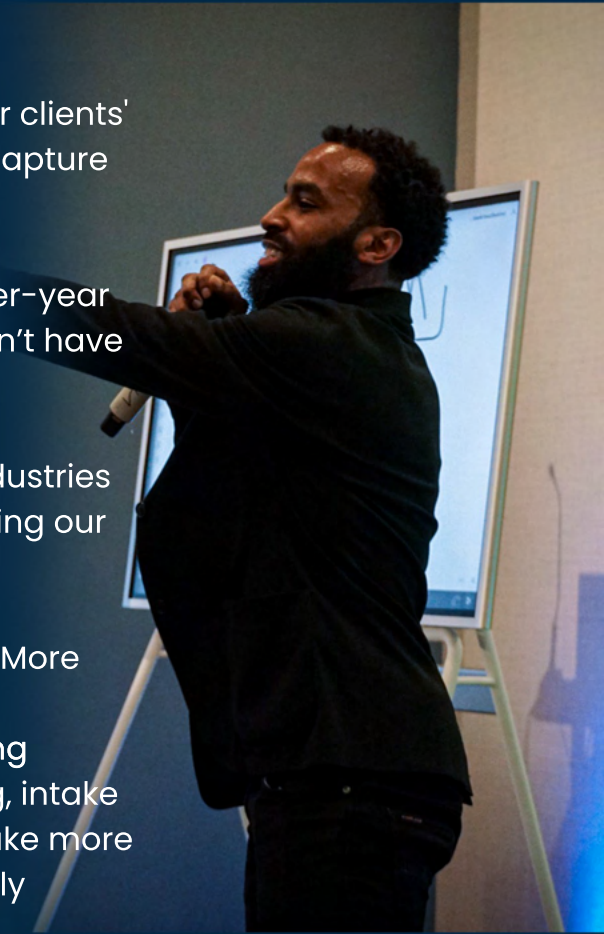
CORE BELIEF

We give 10-times more value than we capture. If we grow our clients' businesses by \$2.56B combined in one year, we deserve to capture 10% of that. This is our 2026 revenue goal of \$256M per-year.

If we have a big impact, we deserve to grow at least 200% per-year (like we have 5 years in a row between 2018 – 2022). If we don't have a big impact, we don't deserve to grow.

Our purpose: We have the biggest positive impact on the industries that we enter. To do this, we take extreme ownership for solving our clients' business growth problems.

To grow a business, you must solve 3 problems: More Leads, More Sales, Effective Management. Our marketing services and marketing coaching helps our clients get more leads. Our sales training, intake dashboard and virtual assistant services help our clients make more sales. Our management coaching helps our clients effectively manage their business growth.



PURPOSE

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But, we don't care about what we do now. We care about what works. We're not in the agency business or coaching business. We're in the "innovate to get results for our clients' business."

SMB TEAM'S CULTURE

"We are a team, not a family." – Reed Hastings, CEO of Netflix

Since the word TEAM is in SMB Team's name, it is important to understand we are a TEAM, not a family. In a "family" business, you tolerate mediocre performance because you're related. In a championship winning team, everybody must be excellent in their roles. And, everyone forms very close bonds with one another because we trust each other.

We are a **championship winning team of A-players**. This means we are performance-based, fast-moving and numbers-obsessed. Because we expect a lot from our team we also:

1

**PAY YOU WELL FOR
YOUR
CONTRIBUTIONS AND
RESPONSIBILITIES**

2

**GIVE YOU FREEDOM
TO TAKE OWNERSHIP
OVER YOUR
OUTCOMES**

3

**GIVE YOU UNLIMITED
GROWTH
OPPORTUNITIES HERE**

4

**LET YOU WIN WHEN
THE COMPANY WINS
THROUGH OUR
BONUS & INCENTIVE
PLANS**

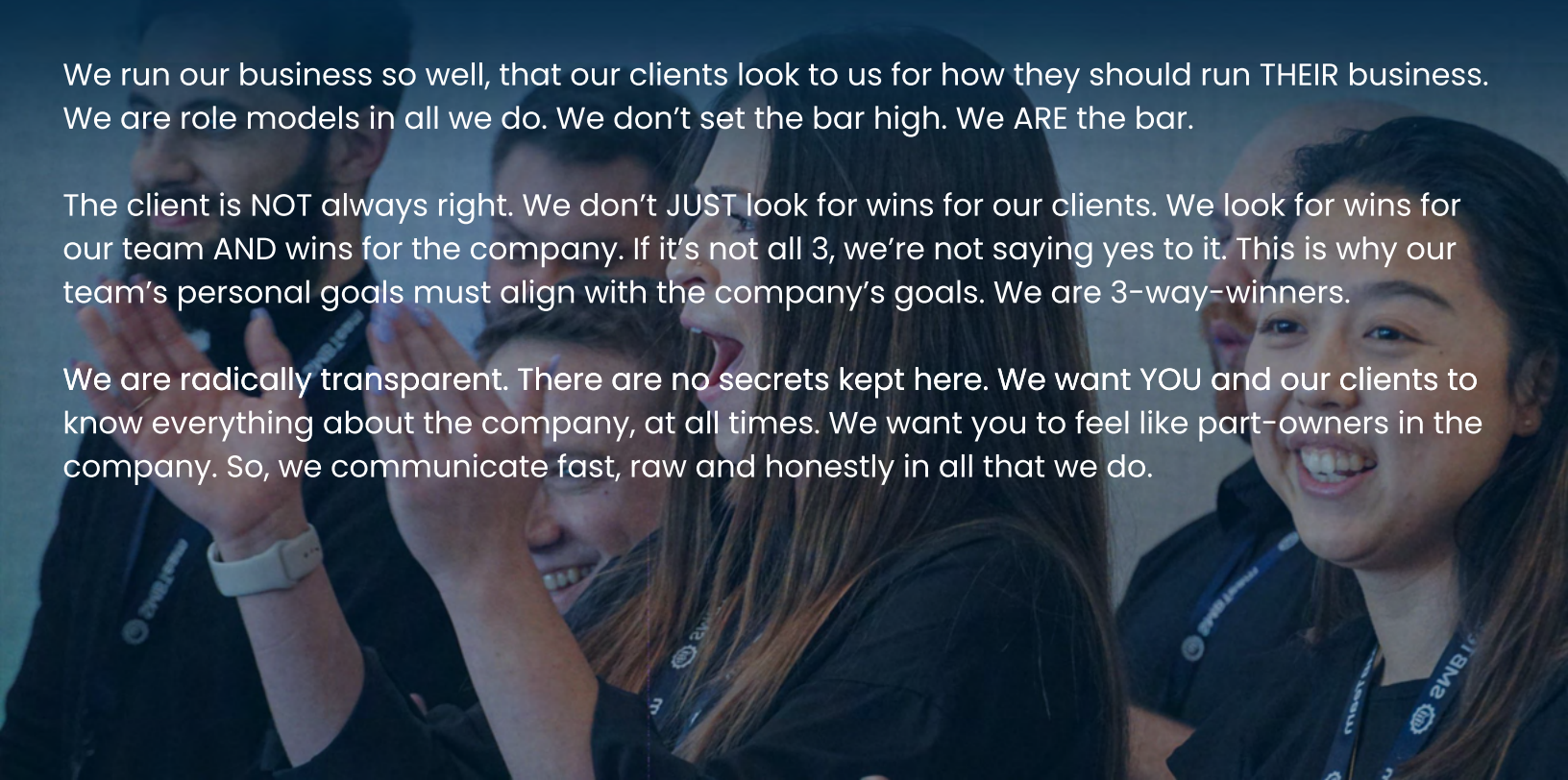
NOTE: This does NOT mean if you make one mistake, you are fired. We believe adversity is an opportunity. We reward mistakes, as long as they become lessons. If you are a core value fit, we will move you around within the company until you find what you love and what you thrive at.

A-players work hard, work smart and play hard. A-players don't need micromanagement. A-players tell US what to do (not the other way around). And, while we offer 5-weeks paid-time off, we bring all of ourselves to work, and all ourselves to life. We call it a work-life blend.

We run our business so well, that our clients look to us for how they should run THEIR business. We are role models in all we do. We don't set the bar high. We ARE the bar.

The client is NOT always right. We don't JUST look for wins for our clients. We look for wins for our team AND wins for the company. If it's not all 3, we're not saying yes to it. This is why our team's personal goals must align with the company's goals. We are 3-way-winners.

We are radically transparent. There are no secrets kept here. We want YOU and our clients to know everything about the company, at all times. We want you to feel like part-owners in the company. So, we communicate fast, raw and honestly in all that we do.



FINANCIALS + KEY NUMBERS

"Money isn't the most important goal. But, it's the most measurable." – Bill Hauser

As part of our ethos of giving 10X more value than we capture, we believe it is important to have goals around money. Why? It is a reflection of the impact we're having on clients and ties directly into how much money our team will make.

By December 31st, 2026, we will have a \$2.56 Billion positive impact on the economy per-year. As a result, we will earn \$256 Million in annualized recurring revenue (ARR), at 20% profit margins.

On the path to our 2026 goal, we intend to reach the following annual recurring revenue goals:

| | | | |
|--------------|--------------|---------------|---------------|
| 2023 | 2024 | 2025 | 2026 |
| \$30M | \$70M | \$140M | \$256M |

To reach our revenue goals, we obsess over these 3 key numbers:

1 **ANNUAL
RECURRING
REVENUE**

2 **ANNUAL
EVENT SALES
GOALS**

3 **ANNUAL
SALES TEAM
GOALS**

Since we only offer services on an annual recurring revenue basis, the most important number is the **96% ANNUAL RENEWAL RATE**. The only way to grow is if clients stick with us for 5-15 years. It creates a snowball effect where last years' clients layer on top of next years' clients.

To keep clients for 5-15 years, our clients must get 10-times more value than what they pay. To give this much value in a fast-changing world, we must stay adaptable and scalable. Scalability is important so that we can consistently deliver on our promises to clients AS we adapt.

It doesn't matter what we're skilled at or what our "strengths" are. We will NEVER limit helping our clients due to our current strengths. We will develop new strengths when needed.

CORE BUSINESS ACTIVITIES

"We are in the business of solving problems. Not the business we think we're in." – Bill Hauser

OUR OVERARCHING BUSINESS CONCEPT IS:

1 OFFER TONS
OF VALUE THROUGH
OUR MARKETING

We strongly believe that our clients need way more than JUST our services or JUST coaching. They need it all, to truly transform their business.

2 TRANSFORM BUSINESSES
AND LIVES THROUGH
OUR SERVICES

Our services are the #1 results-producing services in the industry. Therefore, it is our mission to get 3,283 lawyers working with us at an average ARR of \$78K by 2026.

3 FORM 5 TO 15 YEAR
RELATIONSHIPS WITH
OUR CLIENTS

We believe it is great to offer many services under one umbrella. The more services we offer, the more objective we are in our recommendations to clients. If we only had one service, we'd always be pushing that one service whether or not a client needs it. Also, our clients already have too many vendors. When they work with us, they will have one point of contact.



FULL-SERVICE MARKETING

We are investment managers for our clients. A client gives us their money, and it's our job to allocate that money to the right places so they can get the results they need.

We focus on the 80/20 rule – the 20% of activities that produce 80% of the results for clients. We do the thinking and testing in advance, so we never learn on our clients' dime. We create semi-custom marketing packages that adapt to our clients' goals and market. We don't follow the model where we "keep increasing prices." Instead, we look for product-market fit – where our services are 10-times more valuable than what we charge. **OUR MARKETING SERVICES RELY ON 5 PILLARS:**

RIGHT STRATEGY • PROACTIVE COMMUNICATION • FLAWLESS EXECUTION PRECISE TIMELINES • BEAUTIFUL AND EFFECTIVE DESIGN

We create beautiful websites and videos. We pair this with SEO, PPC and Social Media marketing. This combination produces powerful results. We are adaptable, but NOT a creative agency that reinvents the wheel for every client. We are adaptable AND focused on data. We are adaptable AND operationally efficient. So, if Google or Facebook dies, no problem, we'll adapt.

GROWTH-COACHING (MANAGEMENT, MARKETING, SALES)

"A business will never grow beyond the mindset of its leader." – Bill Hauser

It's not enough to get leads for clients. We also must help them build a REAL business. That's why we NEVER blame our clients for: Not knowing how to RUN their business well. Not having a great sales system. Being uneducated about marketing.

We solve these 3 problems with our coaching program. As a result, our clients grow 16-times faster than the average business. Our coaching strategy is framework, habit and accountability-based. It is NOT about tricks and tips. Our process takes 3+ years to master, but the payoff for clients is BIG.

Our **management coaching** teaches our clients how to run their business like a well-oiled machine. We accomplish that by helping our clients identify their vision and turn that vision into a quarterly execution plan. We then give our clients the tools & accountability to execute on that quarterly plan, better than anyone else.

Our **marketing and sales coaching** helps our clients build a strong sales system. This allows them to handle more leads and teaches what THEY must know about marketing. Just because we handle our clients' marketing, does NOT mean they can mentally abandon it. We want their head in the game WITH US as we grow together.

IMPORTANT NOTE: getting a LOT of clients in our coaching program, is MORE value to our clients, because it creates a bigger "network effect". Hence, we want to grow it fast.

"WOW" CLIENT EXPERIENCE TEAM

"Bad communication will ruin a client relationship faster than bad results." Bill Hauser

It's not enough to do great work for clients. We also have to communicate with clients in a way that provides value. This is done through speed, transparency and strategy.

We obsess over every client touchpoint (from start to finish) and have standards and a culture to back it up. This includes world-class standards for communication, onboarding, expectation setting, strategy recommendations, giftology and more.

We are proactive, consistent, and upbeat in all client interactions. We BRING the energy. We live our core values in every single client touchpoint (even the not-so-good ones).

These principles have already earned us a 75+ Net Promoter Score for multiple quarters in a row. It will earn us an 80+ Net Promoter Score as we embark into the future.

VIRTUAL ASSISTANT SERVICES (ATTORNEY ASSISTANT)

The top 2 problems that our clients constantly face are **HIRING** and their **SALES PROCESS**. We solve these 2 problems with Attorney Assistant.

Attorney Assistant is a one-of-a-kind virtual assistant service, which allows our clients to hire full-time virtual assistants on demand. These virtual assistants handle their inbound leads, low-value tasks and even pieces of their online marketing.

The vision for this service is to be the #1 virtual assistant service for lawyers in the world. By 2026, Attorney Assistant will be doing **\$40M IN ANNUAL RECURRING REVENUE**.

INNOVATIONS

"What got you here, won't get you there." – Marshall Goldsmith

SMB Team solves our clients' problems better than any company in our space. We continue innovating through strategic partnerships, acquisitions and/or building internally.

NOTE: As we innovate and grow fast, we will NOT be perfect. We will make mistakes. But, the value we provide will always be FAR greater than the cost of our mistakes.

SALES + MARKETING DYNASTY

"It's not about who you know, it's about who knows YOU." – Bill Hauser

SMB is the most well-known and respected brand in the legal industry. We are the #1 source of business education in the industries we target. Our brand is built upon our client's success. This success results in unstoppable 5-star reviews & testimonials from our clients and team. We create the SMB transformation through our brand. This causes our audience to reach the next level fast. We dominate the legal vertical by blanketing all inbound and outbound sales and marketing channels. Our powerhouse marketing, sales and client referral efforts produce endless clients.

We believe it is our ethical duty to sell what we offer, because of the impact it has. We are ok being pushy to get people to buy from us, because we believe in what we sell a lot. We feel we are saving people from the "rip-offs" when they buy from us. Brand is SO IMPORTANT in our business because to an outsider, what we sell is a commodity.

THERE ARE 3 PRONGS TO OUR SALES & MARKETING SUCCESS:

1 VALUE-BASED
BRANDING

2 EVENT
SALES

3 SALES TEAM
SALES

Our value-based branding is achieved by helping our audience BEFORE they become clients. We help them through our free and highly-valuable marketing content. Our event sales come from us creating the most-successful virtual and in-person events in the industry. Our event strategy is impossible to compete with due to the value we provide.

Our sales team has an outbound sales culture, with a ton of inbound opportunities. They are a navy-seals level team that is high-performing, energetic, empathetic and well-trained. We don't take no for an answer. Our sales & marketing efforts are intentional and tie directly into our business goals. They are not filled with vanity metrics that make us "feel popular" on the outside. As we grow our legal brand, we will eventually become a household name in entrepreneurship. This will give us endless opportunities in the future.

THE LONG-TERM

"The legal industry is just a test." – Bill Hauser

Wouldn't it be exciting to see if we could become the #1 business growth company in the world? Wow! Let's keep making decisions that could make that possible. What do you say?!



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