

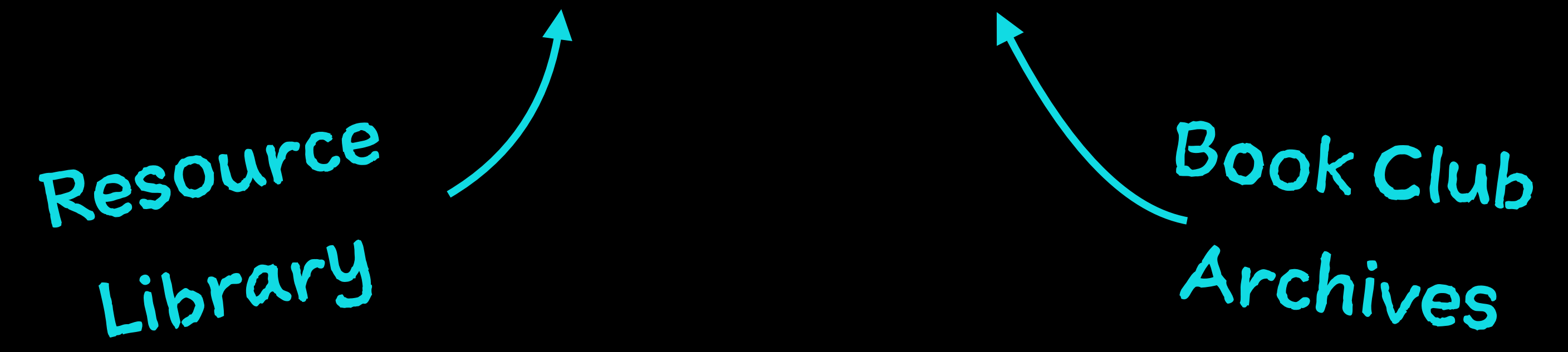
FOCUS CLUB



July 2017



thefocuscourse.com/dashboard



TODAY'S TOPICS

Breckenridge Retreat

Q&A



**BRECKENRIDGE
MASTERMIND
RETREAT**



BRECKENRIDGE RETREAT

WHY

- An “Un-Conference”
- Build Relationships
- Meet the right people

BRECKENRIDGE RETREAT

HOW

- Started with 3 friends
- Landed dates and location
- They all invited people...
- Similar business models and size

BRECKENRIDGE RETREAT

BASIC LOGISTICS

- Met at Denver Airport & drove to Breckenridge
- Rented a lodge + private chef
- Hot seat sessions for everyone
- Split the cost evenly



James, Chase, Tom, Matt, Sean, John, Justin, Joey, Shawn, Scott, Thanh, Brett, Isaac, Josh

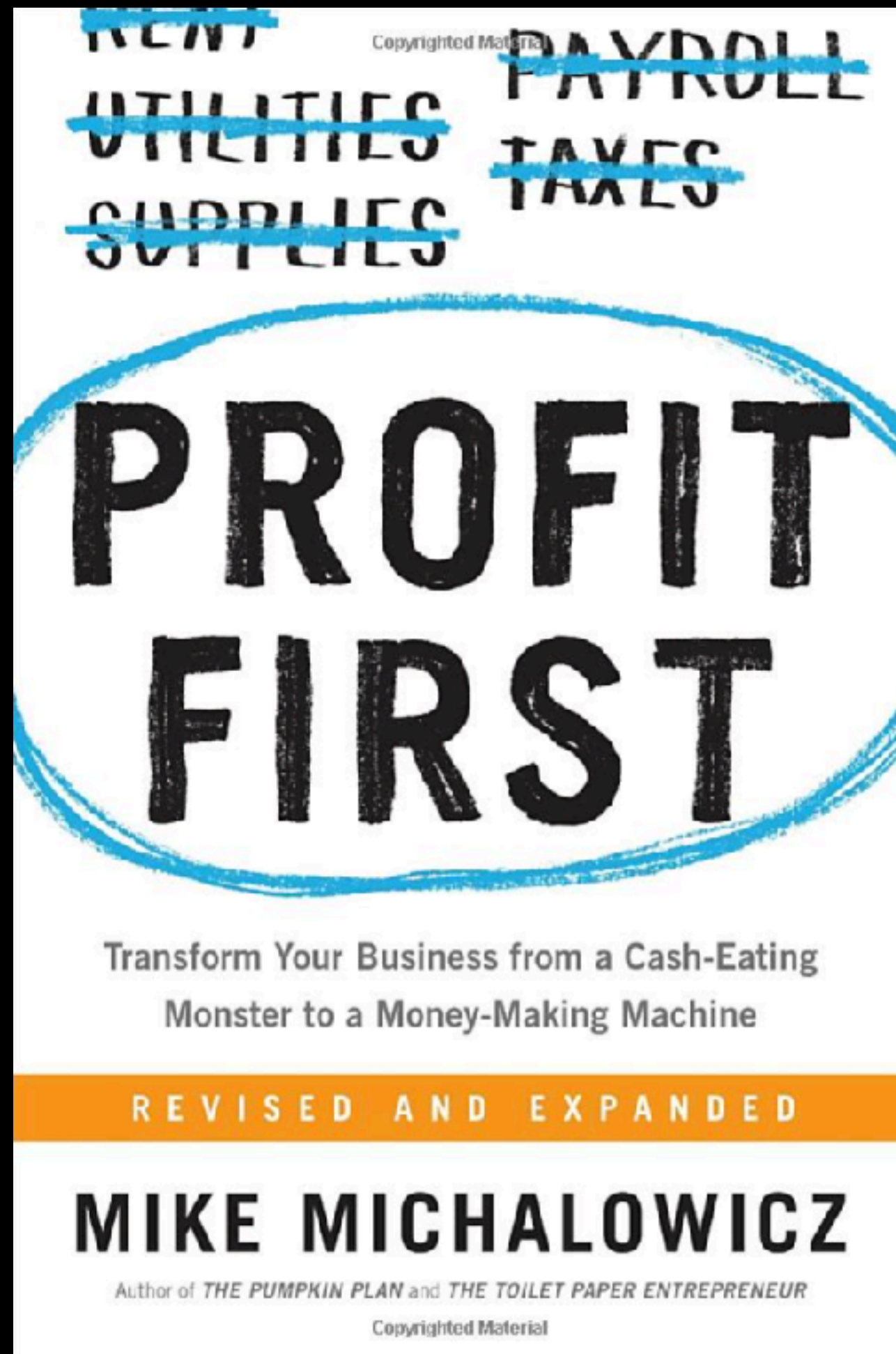
THE HOT SEAT



BRECKENRIDGE RETREAT

PERSONAL TAKEAWAYS

- **Business budget and improving gross profit margin.**
- **I have a new audience than 3 years ago**
- **Bridge the audience between TSS and TFC**



$\text{Income} - \text{Expenses} = \text{Profit}$

$\text{Income} - \text{Profit} = \text{Expenses}$

BRECKENRIDGE RETREAT

PERSONAL TAKEAWAYS

The basics of **publishing consistently**
never stop being the main thing.

BRECKENRIDGE RETREAT TAKEAWAYS FOR YOU

- Don't be afraid to put something like this on yourself
- Start by actually going to a conference / event.

Q & A

DANIEL KNAPP

We are a 5-person engineering consulting company specializing in sustainability and energy efficiency. Marketing and design are not our specialty and we are trying to figure out where we should be focusing our efforts and energy. We are launching a new web site and have started working on our social media presence on Twitter, Facebook, Instagram, LinkedIn. I'm wondering if you have any recommendations on how we can focus our marketing efforts.

JUSTIN

With the help and support of the Focus Club, I'm happy to announce the beta version of my online course for helping entrepreneurs clarifying their purpose.

One of the challenges is coming up with a personal bio. So my question is: do you have any tips or templates on creating a great personal bio / profile?

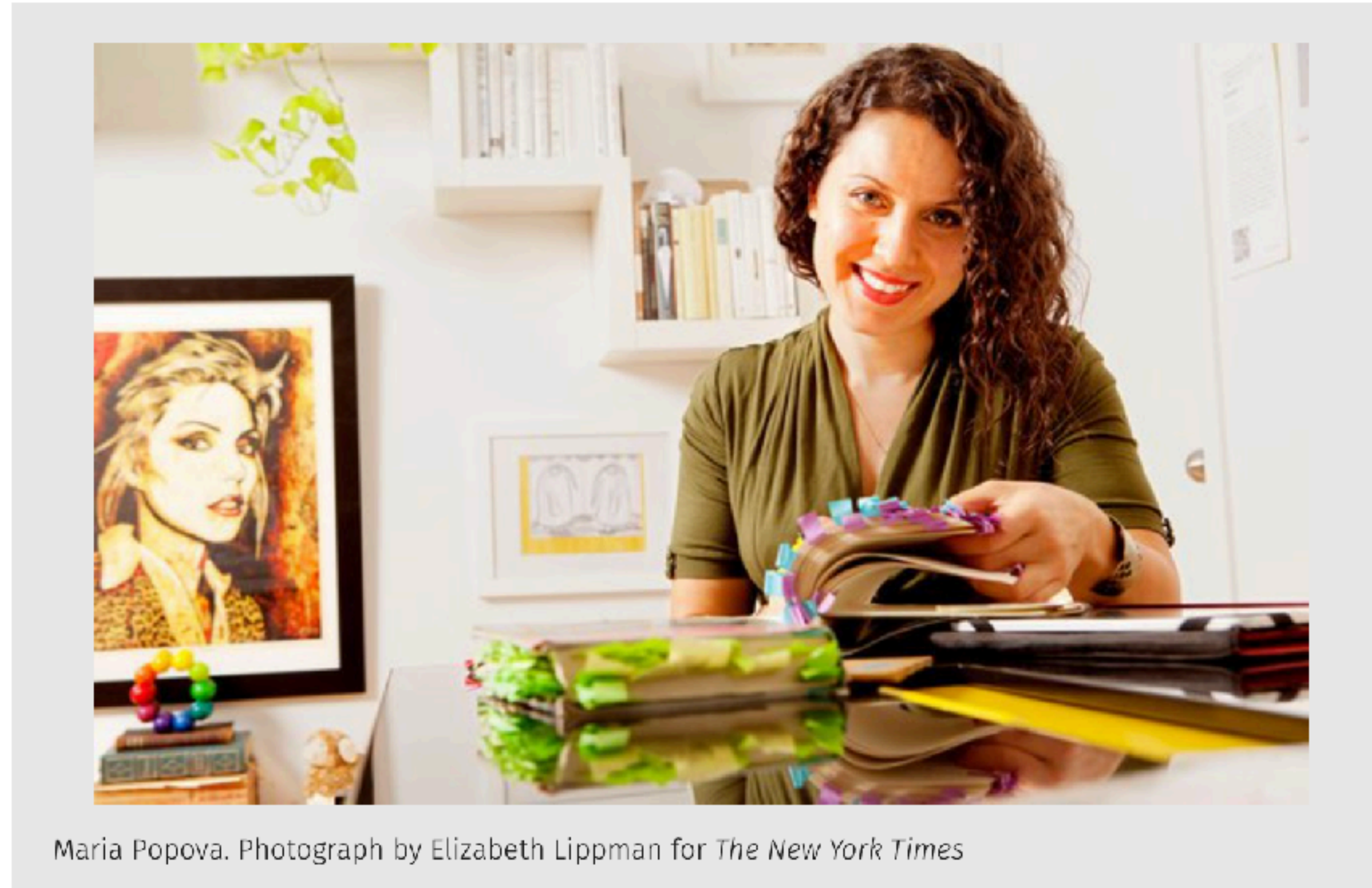


DONALD MILLER

YOUR GUIDE

The 5 Minute Marketing Makeover is taught by Donald Miller, President of StoryBrand. Combined, his 7 books have spent more than a year on the NYT Bestsellers list. He's consulted with hundreds of companies to help them clarify their messaging. Don teaches a workshop in Nashville, Tennessee in which over a thousand businesses have clarified their message to create better websites, elevator pitches and marketing collateral. You can learn more about the StoryBrand Workshop [HERE](#).

Hey there. My name is [Maria Popova](#) and I'm a reader, writer, interestingness hunter-gatherer, and curious mind at large. I've previously written for *Wired UK*, *The Atlantic*, *The New York Times*, and Harvard's Nieman Journalism Lab, among others, and am an MIT Futures of Entertainment Fellow.



Maria Popova. Photograph by Elizabeth Lippman for *The New York Times*

Brain Pickings is my one-woman labor of love — a subjective lens on what matters in the world and why. Mostly, it's a record of my own becoming as a person — intellectually, creatively, spiritually — and an inquiry into how to live and what it means to lead a good life.

Founded in 2006 as a weekly email that went out to seven friends and eventually brought online, the site was included in the Library of Congress permanent web archive in 2012.

HOLLIE

What is next for the Focus Course? Do you guys have anything in the works to share?

