

# Entrepreneur Flight School: Get Your Business To Take Off!

- **Why Most Will Crash And How You Can Soar!**
- Modeling Successful Pilots!
- Modeling Successful Airlines!
- Take Off With Strategy And Tactics!
- Finding Your Optimal Business Model!

## **Planning**

- Raising The Capital To Build Your Plane – Part 1
- Raising The Capital To Build Your Plane – Part 2
- Raising The Capital To Build Your Plane – Part 3

## **Financing**

- Generating Sales Leads For Your Airline!
- Closing Strategic Partners!
- Turning Leads Into Passengers! (2 Part)
- Creating Word of Mouth! (2 Part)
- Takeoff: Next Level Marketing! (2 Part)

## **Marketing**

# Why Most Will Crash And How You Can Soar!

## Summary Slide



**Evan Carmichael**

“HELPING You Build the  
Company of Your Dreams!”

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“Setting Clear Goals And  
Consistently Working  
Towards Them Is The  
Difference Between  
Success and Failure.”

- Evan Carmichael  
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- What do you want to achieve? (ex. Increase sales, research new product, raise capital)
- What is a measurable outcome? (ex. \$10,000 / month, final product, \$50,000 in capital)
- By when will you achieve it? (ex. Today!, this week, next month, next quarter)
- Which 3-5 companies have achieved your goal?
  - 1)
  - 2)
  - 3)
- What 2-3 things did they do to achieve success?
  - 1)
  - 2)
  - 3)
- How can you implement what your modeled companies did?
  - 1)
  - 2)
  - 3)
- What other steps can you take to reach your goal?
- What small step will you do today / tonight?