Introducing “The Foundation”

The first ever intensive **six-month personal mentorship program** with exact blueprints, scripts, tactics and strategies to **build your first six figure web-based product**...

💡 Even if you don’t have **an idea for a product** to build

💰 Even if you don’t have **loads of cash** to invest

💼 Even if you **work a full time job already**

<> And even if you **don’t know how to code**, or you’ve never built a software product before...

**Sound crazy?** It is... (and it’s not for the timid)
What Is The Foundation?

The Foundation is the tested, step-by-step, six month program to rapidly extract profitable business ideas, get paying customers without a product, get developers to build it for you, and **ultimately, predict the success of your next product before you ever risk time or money building it.**

The Foundation is loaded with step-by-step action guides, mindset reports, idea extraction questions, sales scripts, email swipe files, how to do pricing reports, and countless case studies of how members bootstrapped profitable web based products.

And most importantly, you'll have a network of talented entrepreneurs to share results with, help you when you’re stuck, and propel you forward into action.

From Dane Maxwell, serial entrepreneur, investor and mentor of profitable, bootstrapped companies.

*Take a look at these three people.* These are completely normal, average everyday people. People with no business ideas. No coding experience. And little to no extra cash to invest in their companies.

But when they applied these powerful techniques, here’s what happened:

“When I joined The Foundation, I had a failed website business and limited cash. I had no idea, no coding experience and didn’t even know what the term “SaaS” meant. In month 1 I found an idea and started creating SnapInspect. Within 6 months SnapInspect was built, in the hands of 12 companies, and making over $2,000 a month. Today SnapInspect is growing wildly in multiple markets around the world and I am now assembling and managing a team. I don’t think any of this would have happened without The Foundation.”

Sam Ovens
New Zealander With A Sexy Accent
"I was trying to do my own thing for over a year, with no results. I had no idea what to build, I had no idea where to start. Now? I have a profitable recurring revenue business that made $3,000 in its first month. I work with 22 Naturopathic doctors to help grow their businesses. In 6 months I completely reprogrammed my mindset and faced some big demons that were sabotaging me from success. Now I’m on my way to Freedom."

"I’ve built a software company selling products to some of the largest financial services firms in the world, based on the principles I learned in The Foundation. If you are an entrepreneur at heart, and you are 100% committed to success but feel you need a support system of like-minded people to help show you the way, this is an EXCELLENT program for you. I followed the Foundation all the way through and found it invaluable."

Now... compare their remarkable results to the common excuses I get every day:

- “All the good ideas are taken. And I can’t start a business someone is already doing.”
- “I don’t know how to raise money to start a business and I don’t have any extra cash to risk.”
- “How am I supposed to find time to start a business? I work a full time job already.”
- “I want the freedom of an online business... but I have no idea how to write code. And I don’t know who to partner with.”

What is the difference between the group of people who give these excuses... and the people above who succeeded?

The second group accepted their place in life. They accepted that they didn’t have an idea and they didn’t know how to write code. They accepted that others had some sort of advantage they don’t in business.
For them, starting a successful company was never a possibility. They took the ‘traditional’ business advice that told them to ‘think up a magical perfect idea, get tons of cash, or become a developer.’ And when that didn’t work, they decided to wait around, read a few more business books or blogs, or sit and think their way to a solution.

But the first group of people - the winners - decided to take matters into their own hands. They used the principles from the Foundation to ‘leapfrog’ past the second group. The winners focused on what they could control and ignored useless ‘traditional’ advice.

The first group took control of their business and, with a little help from the Foundation, now they’ll reap rewards for the rest of their lives.

Hi - I’m Dane... a small town Iowa boy who’s been quietly plugging away, building a small fortune using a predictable process to build profitable software products.

I’m not a developer, I started with less than a $123 in the bank, and I didn’t come up with any of the successful product ideas I built.

I wasn’t sure if I was just lucky, or if I had a framework that anyone could use.

So 12 months ago I set out to answer questions that were bugging me.

- “Did this process work just for me, or could others use it too?”
- “Are other people held by but what society conditions us to believe? That entrepreneurship is risky, and hard?”
- “What really stops people from creating a business that gives them freedom?”

I took a hodgepodge of everyday people. Dog walkers. College students. Doctors. Engineers. Nerdy hipsters. Completely normal people with no special talents. And failed entrepreneurs who had never successfully built a company that gave them the freedom they
Every day for the next six months, I taught them the Foundation framework I’ve used to start my five software products.

This is when I realized how terrible ‘traditional’ business advice is...

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### The Seven Problems With "Traditional" Business Advice That Keep Entrepreneurs Stuck

**Problem #1:** We don’t have any special skills or expertise that people will pay for. *How do we start a business when we don’t have anything unique to offer?*

**Problem #2:** If we want to start a business, we need a magical idea... an idea our friends and family like... one that’s never been done before... one that’s sexy... but then if we find competition, we’re bummed and go back to the drawing board. *How are we supposed to start a business without a unique idea?*

**Problem #3:** We see all of these people raising hundreds of thousands of dollars to start their company. We don’t have access to this kind of money. *Can’t we just start something without raising money? Isn’t there a way to start something with a thousand dollars or less?*

**Problem #4:** Starting a business takes 12 hour days. We have to sacrifice time with friends and family to be successful. We can’t spend time our friends, partners, or children, we’ve gotta work instead. We can’t have everything. *Isn’t there a way we can build a business without sacrificing quality of life?*

**Problem #5:** We are told to create a business we’re are passionate about. *But what if we don’t know what our passion is? How do we get started?*

**Problem #6:** Starting a business is risky. It takes guts and luck. *What will our friends and family think if it doesn’t work out?*

**Problem #7:** Why are some people successful at creating businesses? They are not any smarter than us, what do they know that we don’t? *Are some people just...*
born with it?

If you search for advice about these topics, you’ll discover it is constantly (and carelessly) written by so called ‘experts’ who have never built a profitable business.

And all of this nonsense creates an entire group of people who have extreme desire for freedom, but have no foundational principles about how to build a business.

Instead all we see are ‘magic bullet products’ where someone learns how to do one unique loophole in the system and they make more money selling the information than they actually do implementing it.

There is no place online that includes a set of principles that both:

1. removes the risk of starting a business and
2. allows almost anyone with desire to do it.

...Until now.

**Imagine starting a business with this set of beliefs:**

- You can find profitable ideas to build by simply asking questions in a market. You don’t need to have any ideas.
- You can get customers to fund the entire development for you. You don’t need money.
- You can build a profitable company in an hour or two a day. You don’t need 10.
- You can find experts to build products for you. You don’t need to be one.

These are empowering beliefs that remove almost every possible excuse to not take action.

These are the principles I’ve used to build five different products, generate more than a million dollars in revenue over their lifetimes, and ultimately create a life of freedom (and fun) for me.

But it hasn’t always been like this...
How I Got Scammed Out Of $12,000 By Chasing Magic Bullet Products And Trying To Buy My Freedom

8 years ago I lost everything. I had to move back in with my parents after being scammed by a master con artist who pulled every trick in the book to decieve me.

Here’s how it happened:

While I was in college, I started flipping websites. After roughly 6 months I had made about $12,000. That was a ton of money for a lil ol’ college student. Then I came across a website for sale on buysellwebsite.com. It guaranteed $200 a day in Google Adsense Income... and it was for sale for $12,000.

It was one of those deals that seemed “too good to be true.”

To verify it was legit, I plugged my personal Google Adsense account into the site. I instantly saw money pour into my Google account and flipped! Then I had him sign a contract so I was protected. Double check.

Immediately he told me he had 5 people interested and if I wanted to buy it, I’d have to act in 2 days. I saw the money in my adsense account... thought I hit the jackpot... so I rushed to buy it.

Then it was pure euphoria; every day I’d wake up at about 11AM and check my adsense account to find $200 new dollars I had made while I slept. I called my parents to share the exciting news... they wanted to have an adsense website too!

But then fate dealt me a humiliating blow 21 days in... Google emailed me telling me they had detected fraudulent earnings on my account. I logged in to see a balance of $0. Down from $4200.

Ouch.
I lost almost every dollar I had buying this website. I was down to $123.12 … I was stuck living back in my parents home… and felt like a tremendous failure to all of my friends and family.

(Especially after bragging about making $200 a day while I slept.)

But there was a gift I learned in all of this. As I was making this fictional $200 a day on autopilot I was growing an ego. “I’m so smart...” I thought… and I fell under the illusion that my friends and family were more excited to be my friend because I was so successful overnight.

Dumb.

I still remember walking upstairs to see my girlfriend and parents chatting and as I had tears in my eyes I told them... “I’ve been scammed, it was all a lie, I’ve lost everything.”

Terrified as I said this, I watched them closely to see if they thought less of me... I thought I would lose their love because I was a failure. But it was in that moment I learned that my value doesn’t from my achievements.

As my terror turned into rage... I called the guy. He said he didn’t know what was going on and said I must have done something to cause the fraud. What bullshit.

Long story short... he accused me of clicking on my ads, and said that I could not get a refund on my purchase of the site... I went to an attorney and after a few back and forth letters with his attorney vs mine, my attorney told me this was getting expensive and I should drop it - it’s not worth the $12,000.

After a few days, I couldn’t take anymore of this spiral of negative energy, and so I made three major decisions that I would live by forever:

1. **I would never chase magic bullets again.** I promised myself I wouldn’t try to buy my freedom, but that I would build my skills and mindset so I could create legitimate businesses at will.

2. **I would create a real business with real value that was long term.** Not some scammy business, but something that I was proud to share with the world, with clients I could call friends. With clients I could ask for money from and they
would gladly give it to me.

3. **I would stop looking for the easy way out, stop making excuses about why I don’t have what I want, and face the truth about lasting success.**

I would live by these principles and I would never give up. It was not an option.

And it was the pain of this experience that caused me to snap, and to create my first real company and product. The Recruiting Ninja System. I grew that to $10,000 a month in the first year and have never looked back.

Like all of my software businesses, I didn’t come up with the idea, I didn’t write a single line of code, and I didn’t pay for any of the development.

I used my mindset to eliminate nearly all risk.

**Eight Years Later...**

Since then, I’ve created 5 different products, become a major source of Joy to my customer base, and I get (awesome) hugs from my clients.

In that time I’ve spent over $200,000 on developing products. Lost $30,000 on one, and made a whole lot more in the process.

I built all of my products without any outside funding... and most of them were profitable after the first or second paying customer.

I found a formula for spitting these out, and quietly plugged away building products, until a few people took notice, and then the word spread...

I couldn’t keep quiet for long. After realizing how many people desire to have this life that I live... I decided to hire a CEO to run my software company and teach my framework with the world.

So to my scammer. Thank you for giving me the most valuable lesson I’ll ever receive. Thank you for having a hand in creating The Foundation today.

PS - If anyone would like the name of my scammer and the DNS records for every server he’s ever owned, all of his domains, and named aliases, (I got really, really
The Three Pillars Every Successful Entrepreneur Has Used 
(Whether They Know It Or Not)

After helping 88 entrepreneurs start companies from scratch, I’ve discovered the three keys to success in entrepreneurship. If you have these, you can eliminate the risk of starting a business...

**Pillar #1 - They Discovered and Reversed Self Limiting Beliefs**

**Pillar #2 - They Had Built In Accountability To Take Action**

**Pillar #3 - They Had An Unbending Burning Desire**

We believe that the foundation supporting these three pillars is the community. Members have stated over and over again that their ultimate advantage here was a community of peers all committed to the same outcome.

**What Happens When You Have These Advantages**

Have you ever wondered as I have... why some entrepreneurs seem to achieve such incredible gains SO QUICKLY... while others toil on their business for years with little to show?

When you put it all together, at The Foundation:

1. **You make rapid progress** because the limiting beliefs are reversed... plus... you know exactly WHAT to do, HOW to do it and WHEN to do it. Instead of spinning your wheels, every morning you wake up with a crisp list of items to do — and the results from what you did yesterday. Beautiful.

2. **You slowly build a natural flowing confidence with accountability.** Having a community sharing proven tactics allows everyone to have little wins. Each little win builds excitement and momentum, which gives you bigger wins. The cycle builds. Win after win and your confidence grows, opening you up to even bigger opportunities.
You can channel burning desire into action because you have the techniques and confidence to deliver in any situation — even novel situations you've never encountered.

Think about what this would mean in your life.

WHAT IF... every morning when you woke up, you had a step-by-step road map to every part of building your business? And not just any business, but the business that gives you TRUE FREEDOM.

WHAT IF... instead of being alone in your efforts to be an entrepreneur, you had a list of private chat windows open... waiting for you when you logged in... from members who are want to know how you are doing?

WHAT IF... you knew exactly how to get un-stuck because you saw other members do it... AND... those members personally helped you to get there?

WHAT IF... you could strut into any business in the world with a natural confidence on how to find the pain in their business and help them solve it?

That is what happens when you are accepted into The Foundation.

You can do this.

My students have done it (and with a little help from our word-for-word email scripts and templates) ... and the results were jaw-dropping.

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Results From Past Students Using Our Techniques

“I have my first 6 paying customers for my software product and I’m a 57 year old who can barely use Facebook. Who would have thought I could do this?” - Paul Beauchemin

“My software product does over $2,000 a month now.” - Dan Corkill
“I’m no longer caged up 9 to 5. I work from anywhere and make a handsome income doing SEO for companies using the sales tactics I learned. I’ll build software when the time comes, but I’m really enjoying my freedom thanks to the mindset shift.” - Tony Ruiz

What Exactly Is “The Foundation?”

The foundation is NOT an ebook stuffed with “filler” content to get you to buy another, more expensive product.

It's NOT a set of vague promises and “tips” you can find for free on Google.

And it's NOT something you'll buy, use for 2 days, then toss aside to “read later.”

Instead, The Foundation is what I’ve spent seven years and over $200,000 learning... perfecting the flexible process that will move you towards building the business of your dreams.

The Foundation is an intensive, life changing course where I work with people for six months to completely reverse their beliefs and teach them step-by-step how to build a six figure web-based business starting with nothing. It's online, and you can take it from anywhere in the world.

This isn't some course full of classroom theory. It's full of tested, proven tactics that REAL people have already used to build software companies in the following markets:

- Real Estate
- Property Management
- Naturopathic Doctors
- Horse Dentistry
- Plastic Surgeons
- Accountants
Notaries
Hedge Fund Managers

This isn’t just about ‘how tos’ and ‘tactics.’ though. This is about implementation. When you join the Foundation, you’re not just getting an online course...

You’re committing to a whole new path of life. You’re committing to removing the beliefs in your life that have held you back for so many years. You’re committing to a community of peers who will push you forward and hold you accountable.

And most importantly... you’re committing to yourself. To never settling for mediocrity ever again. To vowing to build a business that gives you freedom.

How To Build A Fun Business That Gives You Freedom AND Impacts The World... Without Risking It All

When you build a company on the Foundation's principles, you'll be miles ahead of the struggling entrepreneurs out there.

Instead of anxiously trying to think up crazy ideas or what to do next all day long, you’ll have customers directing your every move so you know exactly what to build and how much people will pay for it.

When you reach out to prospects, you’ll have a vault of marketing material with exact word-for-word scripts and emails proven to work.

Instead of fumbling through questions to figure out where people have pain, you’ll have access to our 15 POWER Questions to discover pain in any market. Imagine having the confidence to sit down with the CEO of a Fortune 500 company and being able to find a painful problem you could help them solve.

You'll have a proven roadmap and step by step framework to follow if you get lost.

You’ll have a community that holds you accountable... daily. So you’ll be highly encouraged to take action. If you don’t build a business with all of these advantages, you’ll no longer have any excuses as to why it didn’t work for you.
How To Build A Web Based Product In 6 Months With 10 Paying Customers

Month 1 - Idea Extraction: How To Create Profitable Ideas From Thin Air Even When You Have None

If you have ever wanted to create a web based product, but you don’t have any idea on what to build... idea extraction will change all of that. After month 1, you won’t be struggling from a lack of ideas. You will be stressed by having too many amazing ideas to pick from. (And we have a solution for that problem too :-)

“What if I don’t have an idea on what to build?”

Answer: Good. You don’t need an idea to get started.

At the Foundation, we’ve created a framework to take you from having nothing... to 10 paying users on your first web based product within six months.

Even if you have no idea what to build.

And that’s why The Foundation starts with Idea Extraction in the first month. To help you discover profitable ideas.

What stops the majority of entrepreneurs from starting a business? It’s not having the idea. But therein lies the problem.

What We Believe

We believe profitable ideas come from Finding The Pain in markets.

We believe there is an unmet need in every market, you just have to dig deep enough to find the pain.

We believe not in being “the expert,” but in being an expert at finding the pain, defining the pain clearly, and then putting experts in place to solve that pain.
People are trying to come up with ideas on their own.

And while that process works for some... if you don’t have that business up and running yet, that’s a good indication of whether or not the process works for you.

If coming up with an idea worked. You’d have a profitable business by now. You need a new approach: Idea Extraction.

Idea extraction can be summed up in three words. “Find The Pain.”

That’s what you’re doing when you idea extract. And it’s bloody fun. You can literally unlock pandoras box... getting people to go off on tirades... opening up about their biggest problems, because so few people actually care to ask or listen.

You get to be a savior. You get to be a hero. You get love.

During Month One, You’ll Get...

- All of the “how to” stuff you need to rock this. Scripts, emails to cold blast, subject lines to use, and a flurry of proven carefully scripted questions that 88 past members have already used to extract profitable ideas.
- The foundational mindset switches you’ll need to be confident on the phone and be perceived as an authority even when you have no experience... so they open up to deep issues.
- Over 5 in depth interviews with past members on how they overcame their fears in this area, and how they approach idea extraction now. Arguably the most valuable information of month 1.
- A 40 minute mp3 of Dane doing idea extraction in the real world. In this MP3... Dane extracted 2 profitable ideas from a pool cleaning company. One idea was so painful the guy was willing to pay $500 a month to solve it. This single MP3 was a game changer for many of the Foundation members. You get to see idea extraction and price anchoring in action by a master. Each sentence in this call is transcribed and broken down word by word as a PDF report so you can see the mindset Dane used to re-create success in your own extraction sessions.
• The 4 or 5 layer deep framework. The most painful and profitable ideas are hidden... 4 layers deeper than the first initial answer you’ll hear. How do you get 4 layers deep? You can’t just ask questions. There’s much more. It’s an artform few will ever master. You’ll get the theory and mindset behind the why and how, followed by action steps... then... you’ll get the complete play-by-play for how I discovered the problem for PaperlessPipeline 4 layers deep.

• Bonus Session: How Hiten Shah does idea extraction. Hiten is the owner of Kissmetrics.com, Crazyegg.com, and previously Kissinsights.com. He is the best in the world at discovering profitable software ideas. Better than me. That’s why I’ve asked him to come on to teach his perspective. He will be teaching his entire methods within Month 1 of The Foundation.

Idea extraction is by far the most valuable skill you’ll develop in the Foundation. It’s also the most difficult. It involves listening to real people on the phone, not surveys you get to hide behind and magically await a product idea from.

Notice how I said listening (instead of talking)? That is what you’re doing here. Listening. You don’t have to be a smooth talker. You have to be a patient listener. You have to know the questions to ask.

“Questions are the answer.” Zig Ziglar

During idea extraction fear is a bitch. Fear of rejection. Fear of being seen as stupid. Fear of failure. Fear of not knowing what to say or what to do. Fear of not being ‘valuable’ enough to talk with other business owners. These fears stop people cold in their tracks, which is why many people never make it past this stage.

All of the best tactics in the world won’t help some people get over this hump.

That’s why The Foundation rocks...

Because you are not alone. You’ll be going through the same emotional ups and downs as others in the group, at the same time. These other members will hold you accountable.

Fear won’t stop you anymore. It will still be there, but it won’t paralyze or hold you back.
No one likes to be left behind. It works beautifully to keep you accountable.

Month 1 will transform how you interact with those in your life. Month 1 is a confidence builder. When you confront and conquer your fears in the first month, you'll start to change other areas of your life as well.

For example...

“I just left a lean startup meeting this morning and I feel awesome! I wanted to thank you so much for the The Foundation. It has changed my life so much, I don't know if you even realize. I went to a meetup this morning and I feel so confident engaging with people in the entrepreneurial space. Before I would have shied away from random networking events because I didn't feel confident enough in my ideas and opinions in this space. Today I felt like I could have run the fricken discussion. I feel like I've ripped you off with the amount I've paid you.”

- Laura Berthiaume - 27 Year Old from Canada, Previously: a college student walking dogs. Now: owner of Emailstopwatch.com

Month 1 is the most difficult skill for people to learn… because you will be rewiring your brain to just listen instead of talk. Simple to say. Ridiculously challenging for some to learn to shut up and listen. Once you gain momentum building this skill through practice, it will become almost effortless, and you’ll have the power to extract 10 profitable ideas from markets in a single week.

“After getting into the groove... In a single week, I extracted 10 painful ideas from my market”


We had members from different countries (who had awful accents) learn idea extraction.

“I’m super... super... shy and awkward on the phone... I have a foreign accent and am hard to understand, I don't think I can do this, I don't know why anyone would want to talk to me.”
- Tyler Foo from Malaysia - 22 Year Old Pick Up Artist. Previously: Internet Marketing. Now: Building his first software company in the swimming pool management space. Link coming soon!

Tyler is now working on an idea he extracted with pool swim instructors. He moved past his fear despite the odds. I commend you Tyler. You are an amazing inspiration.

We had members like Tyler in the Foundation who were AWFUL at idea extraction when they got started... and now they are proficient. You’ll get to hear an interview from Tyler (who lived outside of the country), was terribly shy, and can now sit on the phone with any business and extract a profitable idea. When you hear how he made his transformation it will inspire you.

If Tyler can do it, then you have no excuse.

With this skill you will have the power to chat confidently with CEO’s of Fortune 500 companies... all the way down to business owners who run small mom and pop shops.

Why? Because you’ll know how to idea extract. You’ll understand how to ask questions like a boss, listen like a buddhist monk, and own any conversation like Charlie Sheen.

Month Two - Idea Selection & Making Money: How To Pick Your Most Profitable Idea & Make Sales Before You Build A Product

If you’ve ever stressed about building a product that no one wants to buy... if you have multiple ideas and don’t know which one to pick... or if you don’t know how to sell comfortably without being pushy... month 2 will change all of that.
“When Dane released the report on how to pick the most lucrative idea, it changed the game for me, I was able to pick my best idea out of 10 ideas I had extracted.” - John Reineck 36 year old from New York. Previously: Graphic Designer. Now: Owner of idrumbeat.com

What We Believe

We believe in getting paid before we build a product. We believe in minimizing risk by having customers fund as much of our development budget as possible.

We believe in being passionate about solving painful problems, instead of picking an idea we are passionate about.

We believe in picking ideas that have the most pain, the least development budget, are quickest to market, and have the highest revenue potential. A masterful skill to pull off.

If you’re an average entrepreneur you’ll probably pick an idea you “like” to build. Then... you’ll probably wait months until your product is built to try and sell it.

Selling something that doesn’t exist likely confuses the hell out of you.

If you say “I can’t sell something that doesn’t exist” … you’re probably a wantrepreneur. But if you’re a real entrepreneur... if you’re a Foundation member, you’ll sell it right away. Before it exists.

That’s what month 2 is about. How to pick the most lucrative ideas and get paid before you build them.

If you have multiple ideas to pick from, how do you pick an idea to run with? By selling it in advance. The one with the most sales wins. That is the one you build.

This is the process where we speed up failure for you. It may hurt a little (or alot). That’s the point. Get the pain out of the way up front.

The idea here is to fail fast.

At the Foundation, when it comes to picking an idea we like to PROVE ideas will be profitable before wasting any time or money. To do this, we look for green lights in
5 areas.

1. A green light niche.
2. A green light from your customer (purchase or intent to purchase).
3. A green light under the 7 elements required for a lucrative software product.
4. A green light under revenue potential.
5. A green light under scope (time to build the product).

Each green light has a specific, quantified set of numbers that are required to turn it green. You can’t fudge any of these 5 areas into a green light with emotion. We use data.

**During Month Two, You’ll Get...**

- The 5 Green Lights Framework: A jam packed guide on “how to pick the most lucrative ideas people will actually pay for.” This report established certainty among many Foundation members so they could move forward confidently. It breaks down the 5 green light areas in full glorious detail. If you’re thinking, shit, that sounds hard to get a green light in the 5 areas. It is. It is one of the most difficult things you’ll do. But you know what sucks more? Blowing 6 months building something no one wants. Pick your poison. Don’t screw this up. Because if you do, it’s back to the beginning.
- Interviews with 5 Foundation members on how they toiled through the agony of dropping some amazing ideas to pick the most profitable one. It was common that their favorite idea (the one they wanted to pick) was not the most profitable idea to pursue. Listening to past members talk about how they landed on the final idea will arguably be the most valuable part of month 2.
- Selling in advance: How to present your idea so customers pay in advance, even if you don’t know how to sell. You’ll learn how to create “info packets” that seduce customers into a purchase. No one else is teaching how to do this. These are the subtle scripts you can use to get customers to buy something that doesn’t exist yet... ethically.
- You’ll get a swipe file of successful “info packets” the Foundation Alumni have created to get money in advance.
- Bonus in addition to the info pack: The entire sales sequence from initial contact to close... all on how to pitch your new idea to angel investors (or customers) so they fund your project in advance.
- Bonus case study: How to get your entire product built for free. You’ll learn how Troy got his entire development budget paid for by his first paying user.
He saved over $20,000. Take his strategy and copy it! It’s amazing.

- In addition to the member interviews and everything else in month 2, you'll see exactly how my mega success PaperlessPipeline only had 3 out of 5 green lights, but why I went forward with it anyway.

If you ignore this step, life will be painful for you. You can spend 3 months or more building a product and then see if it (hopefully) sells, or you can spend one week trying to sell it to customers.

Month 2 is the minefield many entrepreneurial avoid. You're going to take hits as you try and sell a product. But once you find the winner it tastes glorious. I believe the entrepreneurial graveyard is littered with products peddled by marketers who didn’t try to sell the idea before it existed. Now… don’t get me wrong, you can build your idea without selling it (I’ve tried it), but you run a much greater risk of failing.

Month Three: How To Build The Simplest, Cheapest Version You’re Customers Would Pay For, And Hire The Best Developers For A Fair Price.

If building software or hiring intimidates or scares you, month three will change that.

“I can’t believe how many programmers failed the programming test before I hired them. I filtered out the trash who couldn’t complete the test and ended up with an amazing developer who finished my application on time. A lot of developers sound good on paper until you put them to the test. I will never hire without testing first again.”

- Paul Beauchemin 55 year old from the east coast. Previously: Chemical Engineer. Now: Owner of Sherlockdocs.com

How do you build remarkable products that customers love? How do you beat the competition when you’re building a product?
Answer: By defining the pain better than the customer or competition can. Once you have defined the pain in perfectly clear detail, you can create a minimum viable product.

At the Foundation, we focus on understanding the problem better than our customers (or competition) can.

Foundation members sift through 30 applicants to find the perfect developer.

- They test developers before ever hiring them.
- They list out each feature in a product and see if it’s absolutely critical to version 1, and if it’s not, they cut it from the list for version 1.
- They capture leads while the product is being built.
- Marketing starts before and while the product is being developed, not after it is complete.

Foundation members run each feature by their customer asking “Is this feature necessary for you in the first version?” … instead of guessing what to build.

We do it this way because we don’t want to risk money or time. We want to predict success as much as possible. The biggest expense you will encounter is hiring a bad developer. Taking our time here makes for smooth sailing down the line.

During Month Three, You'll Get...

- Programming language tests for you to give a developer to see if they can pass it. Most developers sound amazing on paper until you give them a test
and see how they perform. We find that 2 out of 10 applicants end up passing the test. That’s an 80% chance you hire a bad developer if you don’t give them the test.

- Templates for how to post your job online to hire the best developers. Almost every single person screws this up on their own. Writing copy to sell a developer is the same as writing copy to sell a customer. “A Player Developers” aren’t motivated by poorly written job descriptions. There’s more to it than you think. They want unique work that matters, and you have to communicate that. You’ll get these templates here.

- Negotiation strategies to get developers and designers working happily below their hourly rate or for equity. (There is nothing tricky here, it’s all awesome and developers love it).

- A quick primer on how to create the initial screenshots for your first product so it’s a breeze. If you can use powerpoint, you can create a software interface. Sound crazy? I know. It’s so easy with the tools today. I wish I had them 7 years ago.

- A full library of designs for what Foundation members did to create their minimum viable products. This is helpful to jumpstart your designs.

- Bonus guide: How to find top design talent using little known sites where the best designers hide out.

- My “A Player Manifesto” checklist with 16 items you can use to check developers against before hiring them. It puts you in a position of power and inspires developers at the same time.

- The 13 back and forth emails I sent with my developer before I hired him for PaperlessPipeline.com. Including how I tested to make sure he was an A player, how I negotiated his salary down 20%, and how I got him excited to be working on an otherwise standard and average project.

What Happens If You Screw This Month Up?

Here is what happens to most software companies I talk too:

Dane: How long did it take you to get your product out the door?

Entrepreneur: 9 months.

Dane: How long did you think it would take?
Entrepreneur: 3 months.

This scenario is the norm. Almost every software company I’ve talked to has spent 300% more time and money on getting their project out the door than they wanted too. It wasn’t until I learned how to be a master in this area that I started becoming very profitable.

This is the missing piece that even savvy software companies misunderstand.

Software is where the big boys play. It’s risky business unless you know what you are doing. It’s also extremely lucrative.

There are three key areas to this month.

1. The first is designing the interface.
2. Second is cutting out the feature list.
3. And third is hiring the developer.

There’s a lot to do in this month and if you don’t follow a proven framework it can be stressful. You run the risk of having ideas fail. But not because they are bad ideas, but because you didn’t put the right team together or manage the process efficiently.

With the full how to library, and the support of the Foundation... you will be in good hands.

Imagine... going through all the work to land that perfect idea, get sales, and have it fail. Not because the idea was bad... but because you didn’t get the right team to execute.

That won’t happen for you here.

Month Four: How To Get Hundreds Of Customers On A Waiting List For Your Product While It’s Being Built
If you desire to live in an abundant world where products, ideas, fun, and money all flow to you effortlessly, then this month will change your life. (Yes. Your life.)

“I had no idea how clueless I was about marketing until I read this. Now I know the truth, how much I’m missing, and can start pursuing the truth about marketing. Now I can live on the path of abundance. This was the most valuable month for me in the roundtable. I read and re-read your report 5 times and I am blown away at how much action I can now take to improve.”

- Dave Lawrence, 26 year old Canadian. Previously: No one really knows. Now: Owner of Equifiles.com

Most wantrepreneurs think that marketing starts after the product is built… that marketing is nothing more than the words on a page to talk about your product, or words on advertisements to sell your product, or words on a blog post to introduce your product.

Wrong.

What they don’t understand is that all star marketers use the skill or marketing to actually create and discover products.

You’ll hear wantrepreneuers (aka marketing newbies) say things like “I don’t have an idea yet, I can’t start a business” … Or … “If only I could get on Oprah or the New York Times, then we’d be successful” …

The newbie marketer measures everything that doesn’t matter. Twitter followers, Facebook likes, blog
comments, blog readers... You won’t hear wantrepreneurs talking about conversion rates or the life time value of a customer like members in the Foundation do.

Conversion rates means leads, lifetime value means profit. Both of these are the building blocks of an all star marketer. Leads and profit. The other stuff is important, but it’s not the first thing to measure, it’s the last. Newbies usually mix this up.

What The Foundation Does

The Foundation focuses on metrics that matter. We focus ultimately on conversion: leads, customers, lifetime value of a customer, customer acquisition costs, activation rates, etc

We do this because without paying customers, you don’t have a business, regardless of how many followers, fans or blog comments you get.

We don’t believe in raising venture capital. We have to make a profit, and when profit is your motive, you start focusing on things that actually impact profits. When you have to please VC’s and you don’t watch about the bottom line, your focus is pulled towards the things that don’t matter.

By keeping our focus on profits, it keeps us crystal clear on the purpose of our marketing. To get paying users.

Profit is what allows us to quit our jobs. To travel the world. To spend time doing what we want. Profit is freedom.

This is why it is our focus.
During month 4, you’ll get:

- The infamous marketing mindset report that lays out the 4 levels of marketing mindset. Level 1) The Newbie Marketer, 2) The Minor League Marketer, 3) The Major League Marketer, and 4) The All Star Marketer. You’ll see where you fall, and what you need to do to get to the coveted fourth level! Level 4 marketers can print money and create freedom on demand.

- How to market your web based product during the 4 phase. Pre-launch, private launch, public release, and full scale marketing after you are live. These 4 phases are all broken down with marketing materials detailing how to navigate through each phase.

- Access to our marketing vault that contains the most successful marketing materials created by members. Marketing emails, headlines, landing pages, pricing pages, etc... You can copy and model these things to quickly get going in your marketing.

- Copy paste email templates to stay in touch with your warm customer list while you create your software. And, emails to blast out for getting new customers.

- Interviews with 5 successful members on how they beat procrastination and got their first paying customers by shifting their marketing mindset. This is arguably the most valuable section of month 4 because it teaches you how to beat the resistance you might feel during month 4.

If you miss month 4...

Do you think business is risky or requires luck? If you answered yes, that is ok. But business is not risky, and it does not require luck. The reason you think this is because you have not developed your marketing mindset. Once you develop your marketing mindset, being an employee will start to seem risky. (Just wait, you’ll see.)

Even if you do build a successful business without the proper mindset, you’ll still be terrified of losing it because you won’t know how to build another. You’ll risk being dependent on someone else for income.

Burn all of my businesses to the ground, I would build them all back up again (likely bigger and faster than before) because of my mindset.

This is ultimate freedom. The confidence to know you will always be able to be self
sufficient, regardless of what happens in your life.

Without developing your marketing mindset, you’ll never experience this level of freedom.

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**Month Five: Marketing To Your Warm List & Prepping To Release Your Product To 10 Beta Users**

If you’ve ever stressed about how to talk to customers in a way that makes you loveable... and gets them to pay you... this will be an awesome month for you.

“I just copy and pasted your superhero communication framework to my customer list while they were waiting for the product to be released, and it worked like gangbusters. The mindset shifts I made on how to communicate to a customer list was worth the entire value for the course.”


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**What wantrepreneurs do**

Wantrepreneurs don’t focus on list building or lead gen. They don’t have lead capture on their websites, or if they do, it’s a “join our newsletter” opt in that gets less than 5% conversion. Talk with the smartest all star marketers on the planet, and they don’t talk about products, they talk about lead generation and list size. Talk with wantrepreneurs, and they talk products. Why do you think this is? Where is the value of a business

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**What we believe**

We believe in the power of building email lists. It is your single greatest asset. It is not your product, not your service, not your logo, not your domain name, and not your money.

We believe that communication to your list
again? This talk of lead generation and list size is a foreign concept to the wantrepreneur

What the Foundation does

Foundation members are consistently generating leads for their soon-to-be-released product. But more importantly, they are communicating like rock stars to their customer list. We send emails at least 2x a month to our customer base. We send emails updating our lists on the status of the upcoming product release from a place of power and vulnerability. We don’t pretend to be massive companies, we openly tell people we are small start ups who can focus personal attention and shift quickly because of our agility, and it works to our advantag

If you build a list of customers but do not communicate with them correctly, you will erode trust... and you won’t build desire (bad). The most important thing in warm list marketing is to build tension and trust. You want customers begging for your product. Warm list marketing updates are what keep you top of mind to your customers... so that when you launch, you have instant customers. Instead of crickets.

The average product has 0 customers on launch day, because they don’t have a relationship with any lists built up (or a list at all). At the end of the day, we are interested in paying customers, and that’s why we do proper warm list marketing. We understand that the money is not in the list, it’s in the relationship with the list. And while this is a cliche saying in some direct response circles, we actually use that intention to focus on building open, honest, and vulnerable relationships with our customer base. You’ll get a real taste of what vulnerability looks like inside the Foundation, and how irresistible it is when used with honesty.

should be done personally, with emotion, with vulnerability, and with protective intention of what’s best for your customer.

We believe in being a superhero for our customers problems, and we communicate this in our marketing.

We believe in the power of storytelling, and use it to communicate with our customers.

We believe in stating the truth about our company, and that honesty is ultimately more seductive than trying to make ourselves seem bigger or more impressive to protect our egos.
During Month Five, You'll Get...

- All of my best secrets on warm list marketing. (This is where I make most of my money by the way.) Mindset: How to think about warm list marketing so that you become unstoppable. And the tactics: You’ll get templates to copy and paste. Frameworks you can shift into your own voice. This is 6 years of my warm list marketing knowledge condensed... stripped down to only what you need to know to take action.
- The superhero framework: Spiderman, Superman, Batman, and The Incredible Hulk... the world loves them. Did you know that every famous superhero has the same 5 traits in common? Did you know using these 5 traits in your emails can make you as irresistible to your customers?
- My personal counterintuitive lead capture page practices to convert leads.
- A full library of past members lead capture pages and exact email messages they sent from the first email to their final launch email. This is arguably the most valuable section of month 5. Prime to copy and paste into your market.
- Case study interviews with the members on how they overcame the emotional hurdles and jumped head first into warm list marketing.

If you miss this month...

Without warm list marketing, you will launch your products with frustration. You won’t get the results you desire. Warm list marketing is everything that happens after the email address is captured. It’s all in your mindset. Do this correctly, and you’ll have customers not only loving you, but sharing your messages on Facebook, and giving you money.

Do this incorrectly, and you will bore your customers. You’ll be just another email they “archive” … “delete” … or mark as “spam.” Think about how many emails you mark as spam or delete without reading. That inbox is competitive. You must learn these strategies or risk becoming obsolete inside of your customers inbox.

Month Six: Making Money, Getting Testimonials Like a Ninja, Charging Your First 10 Users Inside The Software,
And Beginning The Full Scale Marketing

If you’ve ever wondered how to go from a free product to paid, or get really good testimonials, or make an offer and ask for money, or blow up your marketing channels, this month will kick ass for you.

What wantrepreneurs do

The average entrepreneurs are novices at making offers. They are awful at asking for money. If they do make offers, they make offers that make them a living, but they don’t know how to make offers that create freedom for themselves. The average entrepreneur may fall into the trap of thinking “lets raise some venture capital, get a bunch of customers, and then figure out how to make money later.”

What the Foundation does

Foundation members go for the close. They ask for money. They make offers. They use every psychological advantage to ethically compel a purchase. They educate customers and inform them. They turn away customers who are not a good fit for their product. They are selective about their target customer, and understand that their product truly isn’t for everyone. They address objections so that their customers can make empowered purchasing decisions.

During Month Six, You'll Get...

What we believe

We believe that making money is the ultimate form of voting. We believe that people vote for things not with their words, not with their opinions, but with their cash.

We believe that people pay for what they value. We believe that if do not make money, it is our fault, and not our customers being stupid.

We believe that the secret to making money is to ask for it. That’s why we make offers.

We believe that making money is glorious, fun, and exciting.

We believe that the skill of asking for money... of making money... is one of the greatest and most challenging skills on the planet. We
- The three phases of superb testimonials. How to extract, collect, and rewrite testimonials. Most people collect testimonials like chumps. They collect them via email and use them word for word. Wrong. I'll show you the ninja approach on how to get testimonials with epic price anchors in them and other solid stuff.

- How to start charging your users using my UTP + CPA + G1WN + CCPP = Paying Users formula. It works every time, like a charm. And it’s all broken down into full detail on month 6.

- Launch day: How to do your first webinar and go for the close. My 3 step process to effortlessly do your first webinar. There will be a little stress, but not much because of my guidance. Just follow the 3 steps and you’ll get attendees, hold their attention, and get credit card numbers at the end.

- How to fully leverage your best “champion users” to speed up the growth of your company by at least 200%. I use champion users to spread the message about every single software product I make. Your champion users are gold. I’ll show you how to use them for interviews, webinars, and testimonials.

- How to create price anchors so your price seems like a bargain... including my 7 formulas for creating price anchors. I try to use all 7 price anchors when presenting price for maximum effect. You can too.

- How to write your first email that asks for money. My scripts and templates to use.

- A full library that includes everything on how Foundation members went for the close. You’ll see their pricing pages, emails, and the numbers/results they had so you can have a comparison to measure against.

- How to pick a fair profitable price for your product and a clear pricing page... so that users are excited to pay you. Can you imagine having customers excited to pay you? It’s amazing... it will happen if you follow these frameworks.
Don’t Skip Month 6, It’s Not Good For Your Bank Account.

“Knowing what I now know... I would have charged much more for Bidsketch.com - but I didn’t know what I was doing and just starting out. Looking back I can see how much more I should have been charging.”

- Ruben Gamez - Creator of Bidsketch.com and Mentor inside The Foundation.

Two things I see entrepreneurs screw up more than any other area are 1) under pricing their product, and 2) making sloppy offers.

The tactics you learn about pricing and making offers alone will more than pay for the entire price of the Foundation.

More mistakes are made (and quickly corrected by me) in this area than in any other within the Foundation. Don’t price your product correctly? You lose money, lose customers, gain annoying customers who are cheap and time sucking, and add frustration. When I went to launch my first product I was going to charge $50 a month. But then I decided to charge $100. I didn’t have any resistance to $100 and I doubled my revenue. 2 years later I doubled the price again to $200 a month, and went from $10,000 a month to $20,000 a month. I’ve lost a lot of money by not charging the full and fair price. Follow the Foundation frameworks and you won’t make this mistake.

But it’s more than just pricing your product. The second area entrepreneurs screw up is making sloppy offers. They don’t know how to ask for money.

If you don’t make the offer correctly, you have two scenarios. 1) Crickets, or 2) You will have pissed off customers who resist you, ignore you, or walk away. You’ll be confused and frustrated. And as each potential customer sends you a “no thanks this is isn't what I want” email when you launch with pricing... that frustration will likely start to become unbearable.

I remember seeing (who I thought was) a savvy entrepreneur from a top software company tweet something like “Maybe this new feature we release will help convert more of our freetards.”
Now do you think the freetards are really freetards, or that the guy just doesn't know how to make offers and ask for money? Don't be like this guy. Get the right knowledge here so you can be empowered, instead of lost.

How To Get Rejected Or Kicked Out Of The Foundation

A quick disclaimer: Our goal with the Foundation is to build a tribe of talented entrepreneurs who share common beliefs about building profitable web-based businesses.

By this time next year we want to launch 20 PROFITABLE companies out of the Foundation.

This passion isn't fueled by the pursuit of money. I already have all the freedom I could dream of because of my three active software products.

The Foundation is about impact.

That means… I am going to be ruthless about rejecting and cutting people out of the Foundation who aren't a good fit.

I have a zero tolerance policy for slacking. If you aren't doing the work, you WILL get kicked out. Period.

Will you be one of the 20 standing at the end?

Each month you will have specific milestones to hit.

Each month you will be held accountable to the progress you're making.

Each month you will reprogram your mindset until you see the world in a new light.

We have no room for:

- Armchair entrepreneurs who sit around and read blogs instead of taking action.
- People who want to raise $1M to start a business before ever talking with a customer.
- People who aren't open to new ideas, shifting their beliefs or trying new things.
- People who want to take more than they give.
- People who aren't willing to listen to the market for their ideas.

The group has an infectious velocity around progress. With so many members making progress around you... it kicks you in the ass. This isn’t a group of “Wanna-be-entrepreneurs.”

This is a group of superstars.

How do I define superstar? They aren’t necessarily super intelligent, they aren’t gifted with talents or magical powers. They just desire “this” more than anything else in their life. You are a superstar in my mind if you’ve got unbending desire. You’ve just lacked the proper foundation to channel that desire into.

This doesn’t mean you have to quit your job, ignore your relationships or family members. No, we have members who do this in 2 hours a day. I’m not talking about making a massive time commitment, I’m talking about making a commitment to get things done no matter what.

This is more about reversing the limiting beliefs and excuses flooding into your mind as you move towards freedom. This is more about the mental battle you will have to charge against and take command of. This is where The Foundation will support you, but you must match it with a burning desire.

If you can take action for 1 hour a day you will have enough to do this, but only if that time is used towards ACTION. 1 hour of action a day will guarantee you a place in the group.

How To Get Accepted

Ultimately, we discriminate based on one quality: Ardent, Burning Desire. You don’t have to be a tech genius, you don’t have to be young, you don’t have to be a guy or gal, you don’t have to be in the United States, and you don’t have to be successful already.

To be a little more specific... we are looking for...

- Entrepreneurs who want to be surrounded by other rockstars. People who implement. And people who share.
- People who want to be pushed to a new level. Who want to support AND compete with each other.
People who follow through. People who relentlessly take action... always trying new things until something works.
People who share our beliefs.
People who desire freedom.
People who are willing to join me for a massive party to celebrate the new lives and businesses they created at the end of six months.

I talk most people out of joining The Foundation. I only want those who have the most ardent, burning desire to create freedom in their life.

Here is what scares away most people: You will have to face your biggest fears. You will talk to people on the phone... and you will to have to embrace the uncertainty and discomfort in exchange for future freedom.

Most don’t want it bad enough. That is ok with us, we don’t want those folks.

The Foundation is not for everyone.

Have you heard that before? We mean it.

Every single successful alumni told themselves the same thing when they joined.

“This is it, I’m done playing around, I am going to do this... or else.”

Sound intimidating? It won’t be with the support of The Foundation. You can do this.

I’d like to tell you that you could go about this with a half-hearted effort... that you could push a button and things will work...

But this will require everything you’ve got.

Why Is The Foundation Different?

No other program teaches you how to build a six figure web-based product from scratch, even if you don’t have any idea on what to build or you aren’t a developer.

It’s a big bold promise. And it works.
But beyond the magic in this course... we go much deeper than that.

We see people raising tens of thousands of dollars and giving up 5-10% of their companies to join tech incubators for three months.

Other people pay thousands of dollars for the latest 'how to' information course and are left without a community or personal support from the creators.

Others invest thousands to join the next business mastermind or live event, thinking everything will be cured in a weekend.

And these options rarely touch on the deepest issue that prevents people from succeeding.

And that is why I created The Foundation.

If you’ve ever bought a program and failed in the past... it is not your fault... there is likely a gap (or hole) in the course.

Many of the other programs focus on strategies and tactics. The 'how-to's. Few programs address the entire spectrum of human behavior to help you get results.

We all have a hidden force that rules every decision we make. A force that we're unaware of (it is hidden in the subconscious). This force renders all strategies and tactics useless.

What is this force?

It is our current belief structure.

I can give you EVERY strategy and tactic about how to extract profitable ideas from any market on the planet... but if you have a belief that says, 'I don't feel qualified to sit across from a business owner and talk about their problems,' you will NEVER make any progress.

This belief will hold you back for years. You may never discover it.

And you'll be stuck... wondering why things aren't working out.

Getting stuck will happen. It does for all of us. The difference is, at The Foundation, you'll be
able to get personal help with the beliefs that hold you back.

Not only will you get the best strategies and tactics about building a web based product from scratch... you will be rewiring your mindset daily. We will be reversing your false beliefs over and over until you are only left with a structure of beliefs that empower you.

**Strapped For Cash? Meet The World Class Investors & Mentors Inside The Foundation**

We advocate selling your product in advance, and using that money to fund development of the product. In some cases, it is difficult to collect enough money from customers to fund 100% of the development.

That’s why we’ve recruited 3 bad ass investors to provide money and mentorship on your products. Remember, the least important thing an investor brings to the table is money. The most important things they bring to the table are knowledge, experience, and connections.

That’s why we’ve recruited 3 investors who have knowledge behind launching profitable businesses, the experience of going through the gauntlet, and connections to help your product launch with momentum.

We have strict requirements at the Foundation for bringing on investors.

1. They must feel they are living their dream life.
2. They must contribute 15 minutes per month to each company they invest in.
3. They must make at least 5 figures a month with their web businesses.
4. They must have an impeccable reputation online.
5. They must have complete integrity in what they think, say, and do in every area of their life.
6. They must be people with deep purpose, who stand for what they believe in with conviction.
Meet Hiten Shah of KissMetrics - Investor & Mentor

Hiten Shah
KissMetrics

Hiten is in my opinion, the #1 software guru on the planet. He is a business buddha. He is the king at extracting software ideas. He’s better than me. That’s why I’ve invited him on to teach his approach to idea extraction in Month 1.

Hiten owns CrazyEgg.com, Kissmetrics.com, and previously KissInsights.com. He’s also a savvy investor in many SaaS companies he can’t even mention here.

Hiten owns software that helps businesses optimize. All 3 of his products are focused on helping website owners get more out of their websites.

Beyond the truckloads of cash he makes from his lucrative web properties, he lives his dream. He’s happy. That’s why I’ve asked him on. I have no interest in bringing people on as mentors who do not feel they are living their dream. He’s got the mindset to re-create software companies at will. And, he’s ready to contribute his financial resources and mindset to help entrepreneurs coming out of the Foundation.

Meet Pat Flynn of SmartPassiveIncome - Investor & Mentor

Pat Flynn
SmartPassiveIncome

Pat is in my opinion, the #1 guru on making passive income online outside of software. He has a loyal audience of over 50,000 people (and growing) who read his blog because of his transparency in business. He has one of the highest email open rates of any blogger I’ve met. People LOVE opening his emails. Why? Because he’s open, honest, transparent, and humble. It is because of this... and because of his mindset for creating automated income that I’ve asked him to be an investor in products coming out of the Foundation.
Pat owns SmartPassiveIncome and many other lucrative web properties that quietly place cash into his bank account each day while he sleeps or plays with his new baby son. Patt is a machine. He’s got an incredible heart. I’m honored to call him a friend.

If you get lucky enough to have Pat as an investor, the world will be your playground. In addition to the cash you’d get, you’ll have insights from a man who’s been there, done that, failed, failed some more, and succeeded. He’s been in the trenches, he knows what’s up.

Oh, and promotion of your product on his blog of 50,000 readers wouldn’t hurt either :-)

Meet Travis Rosser and Kenny Reuter of Kajabi.com - Investors & Mentors

Travis and Kenny are a rare breed. Why? Not only do they understand software as a service, they understand the entire spectrum of direct response marketing and product launches. Few people I’ve met have the depth of knowledge they do in the most lucrative areas of business. Their Kajabi platform powers over 2,000 paid membership website portals. It is also (in my opinion) the best software in the space for SaaS based membership websites. Travis and Kenny do everything with excellence, they don’t settle for mediocre.

The other day on skype, Travis told me “I am living my dream.” Hell yeah. He’s really got the important things figured out. Can you imagine having the mentorship of someone who’s seen over 2,000 membership websites launch, on a software platform that he developed?

It is because this list of things... which I am challenged to find anywhere else... that I have asked them to be an investor and mentor in The Foundation.
How Much Is The Foundation?

When I price my products, my rule of thumb is to charge 10% of the VALUE people will get out of it.

My promise to you is that you'll build a $100,000+ web based business with what you'll learn in this course…

I’ve designed pricing for The Foundation so that you will be surrounded by people who are serious about working on web-based products. You won’t be with floozies inside The Foundation. This isn’t going to be a “cheap” offer attracting the masses. This is an elite group. It’s just more fun that way for everyone.

Software is the most lucrative business on the planet. It is also one of the riskiest if you just jump in. You can get your ass handed to you… unless you have a Foundation to build from.
Few businesses will offer you the freedom software does. It has the highest profit margins, the largest customer values, and the most “hands-off-time-needed-once-successful” than anything else I’ve ever seen.

Did you know that the average person loses $25,000 to $50,000 and 6 months or more developing software? That’s money LOST. Gone. Because they did things incorrectly. And remember, that is just on the development cost. That does not include the value of your time. That doesn’t include your investment into a marketing website or anything else to sell the software. That is *just* the software.

Did you know the rule of thumb for most newbies in the software space is to take the developers time estimate by 3? That means if they quote you 2 months, it’ll take 6. Sound absurd? If you’ve developed software before without a Foundation, you know it isn’t.

It’s happened to me.

But software can finish on time and on budget if you practice the principles from The Foundation.

The first version of PaperlessPipeline was built in 8 weeks with a budget of $8,000 (financed by my customers with revenue from previous products). We had our first user using the product by week 8, and paying by week 12 - just 4 weeks later. 2 years later, PaperlessPipeline is automated with a killer team running it, and doing over $45,000 a month. Software is the most lucrative business on the planet with a Foundation in place to work from.

I can’t tell you how many people I’ve shared just a few tips with... where I showed them how to cut the dev budget in half, hire A Player Developers, and use the “daily check in” framework to manage a team... who wished they had access to this information before they lost over $30,000 developing software.

If you want to build a web-based product right now, you have five options:

- Learn how to code yourself (not recommended). Take a few classes, or get a degree in computer science. This will take years, and tens of thousands of dollars to do. And, you’ll still be missing the most important skills for success. Idea Extraction, Selling, & Marketing. Without these 3 areas, development
skills are useless. That is why we hire out development at the Foundation, because writing lines of code and getting customers to pull out their credit cards are completely different skills.

- Apply and get accepted out of thousands of applicants into a tech incubator. Be forced to raise money and give up at least 10% or more of your company, work 16 hour days and live on ramen noodles. Oh, and you might need an IVY league degree to get in.
- Go to a conference on software or tech. You may learn a few actionable techniques, but you will not come anywhere close to learning how to build a web based product from scratch. Plus, you'll spend $2000 to $3000 just for the week or weekend, feel good for one week, and then be left alone to implement at the end of it.
- Join a mastermind. If you can find a good one, you’ll have to apply and be accepted. This is your best shot, but it’s difficult. It’ll cost you $10,000 to $20,000 a year to be apart of the group. Most masterminds require you to already be successful to get in... so you can contribute to the group.
- Do it on your own. This is possible. I did it. It took seven years and $200,000+ of wasted development dollars. You could be luckier than me though. The chaos, uncertainty, and loads of mistakes you'll make are actually fun for some to go down this path.

None of these options are really ideal. And that is why I created The Foundation.

With the Foundation, you finally have a new option that makes sense. Someone to personally guide you down a predictable, proven path to building a profitable company. Someone to work with who’s done it, a community who will hold you accountable, and a framework that will pull you towards results.

Not only will you be able to build a six figure web-based product after this, but you'll bypass the tens of thousands of dollars in mistakes most people make when developing for the first time.

With that being said, there are three levels of commitment to the Foundation.
The Foundation VIP Program

10 Spots With A Waiting List Of 5 (Must apply and be accepted)

Pricing is $10,000 for this package. You must pay in full for this plan. You can pay in one payment of $10,000 or in 2 payments of $5,000 over 2 months. You can not cancel this package, this is all in and no quitting. Your happiness here is guaranteed, or a complete and full refund.

How would it feel if at anytime... you could get personal help almost instantly from an expert who’s spent over $200,000 and had a hand in creating over 10 software products?

You wouldn’t have to scour an ebook, search endlessly through google, or get lost in forums trying to find an answer you can’t really trust. In seconds, you can reach out to get short, solid, blunt advice based on experience. In my opinion, this is more valuable than anything else you could gain access too.

I would have killed for this when I was starting out at 22. Now I want to give you what I couldn’t have.

This is for those of you who have cash and want ultra convenience.

On the VIP tier, you’ll get access to

Everything included from the lower tiers.

Weekly phone calls for 10 minutes
with your own personal accountability coach to make sure you're don't fall behind. These are the best accountability coaches in the world. We've hired and paid for them at our expense as a bonus for the VIP tier.

Private Community Group:
An exclusive chat room just for the 10 VIP members with close personal attention from Dane and Alumni. Access to the Elite Tier chat room where
the majority of conversations will take place.

1 on 1 coaching with Dane.
Two 30 minute coaching sessions with Dane per month to get past any hurdles that come up. (1 hour consultations with me cost $1,000 outside of The Foundation.)

Visit Dane’s home for 3 days...
4 months into The Foundation... for a 10 person intensive workshop where we rip apart each others businesses.

Guaranteed spot inside the mansion experience
at the end of the Foundation. All successful members will be invited to a private party for one week at a mansion somewhere epic in the USA. Top entrepreneurs will be invited to speak and hangout at this event. It will be an excellent networking experience.

The Foundation Elite Tier
300 Spots Maximum (Must apply and be accepted)

This is the core of The Foundation. This is where the heart of the community resides. This is where all of the friendships will be made. This is where the life-long
relationships begin.

Pay $800 a month for this package over 6 months. No pay in full options. Only monthly. Cancel at anytime. You can drop out after month 1 if you like.

The loneliest person on the planet is an Entrepreneur. If you feel like your friends or family don’t understand you... and you don't have a place to go to for emotional support... then you get this on a deep level. That is why I created The Foundation. For an outlet to connect with like minded friends.

Not only will you build amazing friendships, you'll be getting some of the best advice on the planet for building profitable products.

On the Elite tier, you’ll get access to

**Content**
Month 1 - Idea Extraction, Month 2 - Idea Selection and Selling, Month 3 - Putting Together The First Version Of Your Product, Month 4 - Marketing Your Product, Month 5 - Warm List Marketing, Month 6 - Making Money On Your Software. Plus: Case studies of successful members to model. Recordings from all group phone calls and individual 1 on 1 recordings to listen in on.

**Swipe files for live idea extraction calls**
sales packets, lead generation websites, and entire email follow up sequences from past members.

**Community**
The live “hipchat” room. This is where the heart of The Foundation lives. Login at anytime to get help with just about anything. At least daily, one member is sharing their success with the group to someone who is stuck. At least daily, one member is sharing their frustration with “getting rejected” to another member, so you'll know you are not alone when you get rejected either. At The Foundation, we celebrate getting rejected on. It means progress is happening.

**The simple level up system**
Would you like to know how close you are to making money with your
product? We have a progressive leveling system that you can use to track your progress, and see the progress of others around you. Are you ahead? Are you behind? How soon until you make money? It’s all answered in the level up system.

**Access to weekly live Q&A**
We will do an hour long live Q&A call every single week. The first 30 minutes of this call we go over what people are doing successfully. Model these examples to take action with confidence. The second 30 minutes we go over what people are failing at. We use this time to critique what you’re doing wrong so you can course-correct and take action productively.

**Access to ask Dane questions**
You can ask Dane questions through our web portal at anytime and get them answered.

**Acceptance to the mansion experience**
but only if you have a successful business at the end of Month 6. You will be invited to a private party for one week at a mansion somewhere epic in the USA. Top entrepreneurs will be invited to speak and hangout at this event. It will be an excellent networking experience.

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**The Foundation Lite Tier**

[Add To Cart]

[Add to Cart]
This package is for people who can't afford the community, but still want access to the content to take action on their own.

$300 a month for this package. No pay in full options. Only monthly. Cancel at anytime. You can drop out after month 1 if you like.

**On the Lite tier, you'll get access to**

**Content**
Month 1 - Idea Extraction, Month 2 - Idea Selection and Selling, Month 3 - Putting Together The First Version Of Your Product, Month 4 - Marketing Your Product, Month 5 - Warm List Marketing, Month 6 - Making Money On Your Software. Plus: Case studies of successful members to model. Recordings from all group phone calls and individual 1 on 1 recordings to listen in on.

**Acceptance to the mansion experience,**
but only if you have a successful business at the end of Month 6. You will be invited to a private party for one week at a mansion somewhere epic in the USA. Top entrepreneurs will be invited to speak and hangout at this event. It will be an excellent networking experience.
Let’s talk about price.

You might be thinking “$800 a month?! Isn’t that expensive?”

No.

You wanna know what’s expensive?

Wasting tens of thousands of dollars on development cost, building ideas that people don’t end up paying for, trying to convince customers to buy a product when they don’t really want it, trying to sit around and come up with your own ideas, being surrounded by mediocre people getting mediocre advice leading to mediocre results.

Now THAT is expensive.

And do you know what’s even more expensive? TIME. You never get that back. You could spend the next 10 years of your life, procrastinating, starting businesses that never get one paying customer, and chewing the fat because no one is holding you accountable.

Here, you will honestly make more progress in 6 months than you will in 6 years. How old will you be in 6 years time? Is that sort of acceleration worth $800 a month?

You saw your 5 options if you don’t want The Foundation. None are ideal. What I’m proposing to you is a way out.

A chance to be surrounded by a community who supports you through your ups and downs...

A chance to be mentored by people who’ve actually done it...

A chance to build something meaningful for the world and be compensated handsomely for it....

The Foundation happens once a year. If you don’t get accepted now, you’ll have to wait 12 months to reapply.

I am dedicating every day for the next six months of my life to helping build 20 new
companies.

I could sit quietly in my home churning out more software products with a LOT less effort and make a LOT more money than this.

But my heart is pushing me towards helping and mentoring entrepreneurs.

I want entrepreneurs who are willing to match my level of dedication.

To have access to this knowledge and support is worth WAY more than $10,000.

If I had this option seven years ago when I started, it would have saved me over $100,000 in wasted development costs and likely would have doubled my revenue in the meantime.

If at this point the price is still an issue for you, then this program is not a good fit. I’ve designed the price to weed out the folks who are not interested.

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A Brief Recap of Everything In The Foundation

If you’re like me, you like it when people just summarize everything into a condensed format. To recap, here’s what you can expect over the next 6 months if you are accepted into The Foundation.

In month 1, prepare to have your mindset shifted forever on sourcing profitable ideas. You will learn how to become an expert at finding and solving problems. You will Find The Pain. It is from this place that you can talk to any business owner on the planet from a place of power and confidence. By the end of month 1 you will likely have 10 different ideas for web-based products to pick from.

In month 2, it’s all about selecting and selling the most profitable idea. This is where you collect money! You’ll use our green light framework to make sure you have a green light in the 5 areas necessary before moving forward. If you have yellow or red lights in some area’s, you’ll want to go back to idea extraction until you find an idea that is a green light in all 5 areas. The 5 green lights are market size, revenue of the businesses you’re targeting, solid buying indicators, scope of development, and revenue potential of the product. We talk about these 5 in full detail.

In month 3, it’s time for my favorite part of building software: Creating the user interface for the first version. Don’t sweat it... you are in good hands. It’s a sexy art to see how little you can get away with building... while still getting people to pay for the product. I’ve never met anyone as good at this as me. Damn near everyone gets this ass backwards and ends up raping their bank account. This is where you can cut your development budget in half. I built the first version of PaperlessPipeline in 8 weeks. Boom. You will instantly get your money back in The Foundation here. You will also get the entire
step-by-step plan to finding a “A Player Developers.”

In month 4, it’s time to begin marketing your product and working with your developers. Month 4 has been said by many to be more valuable than month 1 because of the emphasis on Marketing Mindset and Management Mindset. Here you will begin the marketing sequence to build your list of waiting buyers.

In month 5, you will learn how to create excitement and anticipation for your products release with warm list marketing. You’ll learn how to keep the developers, customers, and yourself excited about the upcoming launch. It can feel like a long road during this process. You’ll learn how to do “preview what’s coming” webinars with your list. Month 5 is all about building relationships with your list, and letting your customer base get to know the most magnetic side of your personality. Just follow the templates and you’ll be a rockstar here.

Month 6. Time for your software to make some money. You’ll follow our formula for creating the email sequence, pricing page, testimonials, and the entire conversation you need to have with your customers so they are happy to whip out their credit cards. You’ll likely hold a “launch” webinar in this month where you ask for money as well.

With the community behind you on this new endeavor, these will be the most exciting 6 months of your entrepreneurial life. The community can be described with one word. Love. They just love you. They are an abundant group who wants you to succeed.

The entire 6 months is designed to stretch you beyond anything you’ve ever done. Ultimately, at the end of month 6 you will come out of The Foundation with a completely different mindset. A new identity that fits who you are, and a successful web-based product.

But more importantly, you’ll come out of this process with skills you can use until the day you die to create successful businesses. You’ll start to become the “go-to” person in your circle for business advice. People will stop to you before they get started. You’ll know how to predict the success of a business before you ever start building a product.

In the end, you’ll hold the magical keys most Entrepreneurs only dream. The keys to predictability. The keys to freedom... the keys that feel so damn good to have.

It’s always sad for me to see how many people say they want something... but when push
comes to shove in the end... they drop out. I expect 10 to 20% of people who join The Foundation to finish with a software product. This is because the process is difficult. Not everyone will be accepted. Not everyone will make it to the end.

But for those of you who do make it, you'll have a Joy that only comes when you push yourself, stretch yourself to a limit, and accomplish something you previously thought impossible.

Note: I will do everything in my power to get as many people as possible to the end, but you can’t give up. I won’t give up on you... if you don’t give up on yourself.

Build A Web Based Product With 10 Paying Customers Or Get A Full 100% Refund

At the end of month 6, you will have a number of new things in your life. Some tangible. Some not.

If by the end of month 6, if you show me you've implemented everything I've taught you and you have NOT created a web-based product with 10 paying customers, you can request 100% of your money back. I will personally write you and mail you a check for 100% of your cost.

But I want to make you a few more guarantees. If you get accepted into The Foundation and join us with an open heart, I believe you will be more self aware, conscious, and confident. I believe you will be a more present person around others in almost any situation (especially beyond business). You will be more aware of the limiting beliefs that hold you back so you can live life from an empowered place. You will have an amazing tribe of friends who you can keep in touch with on a daily or weekly basis. You will feel connected to a better version of yourself.

I personally study consciousness and practice building the skill of being present in all situations. I've found these teachings creep into the 6 months during The Foundation and have an impact on people that isn’t easily measured, but you will notice it in your day to day life.
“Because of being connected to Dane’s energy, I am a more peaceful manager at my private companies and with my team at JP Morgan Chase. I have come out with growth in so many ways that extends to every area of my life. You spoke directly to my soul and I believe I am a more aware person because of it.”


What A Broke 22 Year Old Thought Of The Price

“When I joined it was a big stretch for me financially. I had zero income, no job, and was living on my savings. Looking back now, because it was a lot of money it made me take it super seriously and forced me to do things I was uncomfortable with, like calling strangers on the phone and asking them about their problems. If it were say $100 per month or even $200-300 I probably wouldn't have taken things so seriously. God-forbid, if it were free i wouldn't have even listened. High priced things like this are a blessing in disguise, seriously. Have you ever played poker with your friends with no money involved? It’s boring. Have ever played a game with big money involved? The entire game changes. You get my point..."

Do you have the desire it takes to do this?

This is typically the section where I’d smack you over the head and convince you to join The Foundation. But frankly, I’m not interested in persuading you to join. I think the more I have to persuade the worse off we are because I don’t want anyone who doesn’t really want this.

We want to build a movement of entrepreneurs who are looking to live from a set of empowered beliefs, who want to predict the success of their businesses before they ever create a product, and who ultimately want to develop the mindset and skills to create value from thin air.

If you're committed to taking action, facing your fears and stretching yourself beyond what you ever thought was possible...
If you're committed to building a business that gives you freedom AND solves problems that matter in the world...

If you're committed to doing the work it takes to build something awesome...(while finally being supported by a group of amazing friends who support you...)

Then you may have finally found the tribe you've been searching for...

See you on the inside,

Dane Maxwell

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Frequently Asked Questions

I want you to have all the information you need to make an informed, educated decision. If you don’t see your question answered here, please email me.

**Q: How are you going to go about kicking people out after month 1?**

**A:** I’ve drastically underestimated the demand for the Foundation. Many many many more people want to be in the group than I thought. So here’s what I’m going to do. The rules for being cut are simple. You will be cut if you don’t implement. If you implement. You can stay.

**Q: Are we working on one idea as a group, or each working on our own ideas individually?**

**A:** Each member will be working on their own idea. No one will be working on any ideas but their own. I do not own any of your businesses that you create, each person owns their own idea 100% and all the profit from it.

**Q: I’m terrified of someone stealing my idea if I share openly, how can I get over this?**
A: You won’t have to get over it, because it’s not going to happen. I will be very diligent about this. Only men and women of integrity are allowed in. If I find that a member of the group is sharing info outside of the private chat room, or if I find that a group member has stolen an idea and started building it themselves, they will be kicked out. Period. And they'll be clueless how to make any more progress.

**Q:** I’m a web developer, so my biggest problem is finding a profitable product to build and finding a target market to survey. How will your coaching group help me?

A: As a developer, the easiest thing for you to do is start with code. I want to rewire your brain so instead of thinking code first, you think marketing first. We will be marketing before any code is ever written. This will be the hardest thing for you to unlearn, and I imagine even harder to try and do on your own. You don’t start with product, you start with a market. Being in this group will be the best chance you have of changing this perspective because right now that perspective is limiting you from the life you truly want.

**Q:** I want to make sure there is ample opportunity for me to meet other people in the group. Everyone should be asked what they bring to the table so I know who to go to for questions on things like SEO, Web Dev, etc, will this be done?

A: Yes. Each person will list their skills. We have an in-take survey each member will fill out and then Deon will be placing people into groups with matched skills. It is going to be sick. And we will have an always-on, live, totally private chat room for the Elite tier to pop in and out of all day.

**Q:** I’m honored to be considered for your program. My question is whether my wife (or business partner) can participate with me?

A: Absolutely. Having her as a second set of eyes will challenge you, and challenge me as she poses questions to you that you might not have thought of. We will be a better group with her wisdom added in.

**Q:** What else are you doing at the moment? I want to know if you will be spread thin among all of your projects, and not be able to give us the time we need?
A: My current business has a CEO. The Foundation is my full time baby. It will be the only thing I focus on for the next 6 months. I don’t do things unless I can give them my full attention. And that’s what you’ll have.

Q: How will the group communicate with each other?

A: On the Elite and VIP tiers 2 ways.

1. The live chat room. You will have access to an always on, always running live chat room that you can pop in and out of for instant connection and conversation. This chat room is fully supported by Dane, all Foundation team members, past foundation alumni, and our investors and mentors.

2. The success stories and celebrating failures forum. Go here to see written stories of what members are doing really well with, and what members are struggling to implement. Conversations can easily get lost in live chat, so that is why we are implementing a forum that is supported by the entire Foundation team.

The Lite tier does not have a community inside of the Foundation. The reason for this is because we have only 300 spots available for the Elite tier, and those 300 spots are limited so that we can focus all of our resources and attention on them.

With that being said, I understand some members in the lite tier will want to communicate with each other, so we have setup a private Facebook group for members in this tier to communicate with each other and support each other, but it will not have any of The Foundation team popping in, as our time will be spent focusing on the group of 300.

When you join the Lite tier, you’ll get access to a private facebook group to start connecting with other Lite members.

Q: Are you going to expect us to outsource development or will we share resources in the group by doing the work?

A: I will encourage outsourcing so you can focus on sales and marketing (which is where the real success hides). We will cover multiple strategies to outsource for as little as possible. Some of you know how to code and build products, but are still not where you want to be. Coding another project is not going to build you the skills you need to succeed here. You’re here to learn new skills. Not code. Try not to let
money limit your mindset here on outsourcing. This group will put you in a resourceful, abundant mindset where no obstacle will stop you. Expect 90% of your tasks to be talking with your market, and 10% to be building the product. Instead of the usual, spend 90% of your time working on a product and 10% talking with your market. Which is why most fail.

Q: With all due respect, the price is expensive, can you lower it?

No.

College universities must be masterful marketers, because people pay $40,000 for an education that teaches them how to graduate into a prison of 9 to 5, and work another 40 years to pay it off. I’m promising freedom in years for 10% of that price.

Maybe price being an indicator means that this is not really a strong interest for you, but just a “nice to have” … not a “must have” … in that case I would discourage against joining. I’m really looking for folks that will do anything to be apart of this tribe.

Q: Why are you selling “how-to” information instead of just running your software companies? Aren’t you just trying to make millions by selling information instead of just using it yourself?

My passion is to teach. I’m not doing this because I have to. I’m doing this because I want too. I don’t ever have to work again, I am set for life. I’m doing this to give back and contribute. The price is setup so that you value it. I could give this information away for free, but I have an internal conflict with that because I see people squander free information. You value what you pay for. So I’m charging.

I could sit on the beach and drink mai tais for the rest of my life. But I’ve tried that, and it gets boring. I want to feel alive. And to feel alive, I do what I love.

I hope that by you building your own software company, you’ll be on the path to finding what you love too!

The Foundation is a full time labor of love for me. But I don’t care, I love to work, and I love to teach. Building software companies is a lot less work than this. Like I said earlier, I can launch a profitable software product in 1 hour a day. I get bored
building software, I’ve done it enough times. I see a massive pain of people who want help, are willing to pay for direction, and are ready to take action. It’s a perfect storm I can’t turn away from.

I feel I would be slapping God in the face and doing a disservice to the world if I didn’t create The Foundation. This is what I was built for. To teach.

Q: Considering the first phase/month will be thinking of a unique idea for execution, therein lies my problem. I don’t think I’ll be able to come up with an idea of what to build. Whenever I do I find the idea already exists. I feel that finding a clever idea for a product is my challenge (possibly because I’m a developer and have that mindset).

A: I have wonderful news! You won’t have to think of any ideas. 100% of my most successful ideas were all given to me by talking with a target market. That means I didn’t come up with them. That means you won’t either. And that’s what I’m going to teach you. You’re going to be given ideas from customers in a target market by talking with them. I’m going to give you the questions to ask, target market ideas to pick from, and then a process for picking the most profitable idea to build.

Two other points to address. One: You don’t need clever ideas to succeed. The most successful profitable software is simple, not clever. Two: Picking an idea that has competition is almost a requirement before I build my version. Finding an idea, but then abandoning it because someone else is already doing it is a flawed thought process I hope to help correct for you and anyone else who is stuck in this way of thinking. I highly encourage you to join this group so you don’t waste another day viewing the world with the current perspective you have, because it will be damn near impossible to have the life you want, with the current perspective standing in your way.

Q: I dig what you’re selling, but I’m still pretty cautious. Is there any sort of guarantee you can provide?

A: Yeah man, I offer a 100% guarantee if you follow my instruction, participate, and it doesn’t produce results... you can get a full refund. (But I will not offer a refund if people are lazy, don't take action and then complain about not getting results.) This isn't a magic bullet product. It takes work... work that is well worth the outcomes you'll get.
Q: I’m in New Zealand, will this work for me still? Should I target companies in NZ here or somewhere else? It sounds pretty enticing to make the guarantee of 10 paying customers. What do you envision monthly fees being per customer?

A: Yes it will work for you. I recommend USA or UK problems to solve. Or anywhere where the currency is at least on par with the US dollar. I like to create products that sell for at least $50 U.S. monthly. That’s what we will be discussing when we talk about how to pick from the list of ideas you’ve extracted from a market. It’ll be exciting :­)

Q: For your next software project - what development environment would you use? Do you find Django scaling well for you on PaperlessPipeline or would you move back to rails or another language for the next product?

A: Django is scaling well. Wouldn’t change a thing. I will continue in Django because I have one of the top 10 developers in the world who works with me. That being said, I think I will encourage Rails because it is a much bigger community, which means easier to find good developers, and there are more open source projects to build from and save on development time.

Q: Cold calling is the one thing I fear. I have avoided it by attending tons of networking events and "cold introducing" myself instead. I live in Boston so there are a ton of opportunities to meet people when I'm developing a new idea. My last business (which failed BTW) targeted moms with young children. I was able to meet and interview 2 dozen moms without any cold calling. I'd love to hear your advice.

A: Cold calling can be a pain in the rear. I personally hate it, but I do it when I have too. I think emailing + cold calling works so much better because it’s not a cold call. If you email the day before and say you’ll be calling tomorrow in the email, and then call tomorrow and reference the email from the day before, it’s no longer a cold call. We will discuss these kinds of things in much greater detail. Cold calling is especially difficult to get the person if they are behind a gatekeeper, in that case you have 2 relationships to build. One with the gatekeeper, one with the decision maker. In these situations it’s sometimes better to have the gatekeeper because they understand the problems their boss has better than the boss does. And when it comes to feedback... the gatekeepers are faster to get back to you. To build a profitable product in a market you only need 1 person with a relationship to build
initially. Maybe 3 tops. Instead of going for the idea on the first contact, you will be building a relationship over a week or two’s time, emailing and calling every other day, helping to understand their problems. They will grow to admire you and then you’ll be able to start a dialogue to get ideas from. As you get ideas from the target market, you’ll also be connecting your target market customers to each other so they can share frustrations they have, which they will LOVE you for.

Q: When can I submit payment, I’m seriously ready to join. I know I should not be so amped to part with my money, but I want to give you it so we can get started!

A: Payment link will go live Friday October 5th at 2PM Eastern, 1PM Central Time, and 11AM Pacific time.

Any more questions I didn’t answer? Please email me. I’m very serious about giving the Foundation my full attention and want you to have all the factual info you need to make an informed decision.

A Closing Comment From Troy Lavinia (A Husband, Father and Entrepreneur Doing The Foundation In His Spare Time)

I learned about the first Foundation from Andrew Warner’s interview with Dane on Mixergy and I was part of the Foundation for the full 6 months. I can say without reservation that it was a great experience and well worth the money - I would do it again in a heartbeat. Here are a few points about Dane and the group that might be helpful for people considering this in the future...

• Dane is a righteous dude, a great businessperson, and an excellent teacher. I can say, based on the six months I spent with him, that Dane is the real deal and everything you could want from someone leading this type of group. Overall, he has excellent energy and passion for what he is teaching and he has an altruistic approach to life. I would call Dane a "Bill
Russell" - that is, he seems to have the life-view that he will be successful by making those around him successful. As an entrepreneur, whether it is in hiring employees or finding advisors like Dane, this is the type of person you want to associate yourself with.

- **Dane's execution** was just as impressive as his intention - he is an excellent teacher, brought on specialists (e.g. Ruben of BidSketch) to help in areas where expertise was needed, and he was always available to answer questions, offer resources, and make sure every member of the group was moving in the right direction and had everything they needed.

- **Community**: Great group of people; excellent energy. It was my first experience surrounding myself with a group of entrepreneurs all with a common purpose. It was a surreal group of people - everyone (who made it past the first 1 or 2 months) was very serious and dedicated; they were also willing to share ideas, offer help, and provide a great support system to anyone who needed it.

- **Blueprint for success**: What Dane offered in this course, I believe, is a blueprint for success. NOTE, that is not a GUARANTEE of success; but it is a blueprint and methodology that you can use to be successful with agile entrepreneurship or with a new product or service idea; OR, at the very least, a methodology for vetting a new idea to find out quickly if it will not be successful, before spending a significant amount of money on it.

- **REPEAT**: this course gives you the recipe for success and the support system you need to learn new concepts and maximize your chances of being successful. YOU NEED TO BRING TO THE TABLE: great energy, altruism (you should be willing to give to the group as much as you take from it), unwavering commitment to "doing your work" (as Pressfield would say), commitment to the process, open-mindedness to learning new things and pushing yourself to places where you may be a bit uncomfortable (e.g. if you do not have cold-calling experience).

**My results:**

My product generated $5,000 in the first month... And I got it built entirely for free. (Which normally would have cost $20,000 to develop.)

Because of the Foundation, I have been able to successfully launch a technology platform sold into the hedge fund market. The group helped me in my product development plans and developing a sales and marketing plan that has been very successful so far.
Using the idea-generation tactics in the first two months, I was also able to come up with (what I think is) another excellent business idea, which I have shelved temporarily in order to continue working on the primary business above.

**My recommendation:**

If you are an entrepreneur (or an entrepreneur at heart), and have made (100%, no turning back) the decision to commit to being successful as an entrepreneur, but feel you need a stronger understanding of some of the concepts of agile product/service development and an excellent support system of like-minded people to help show you the way when you feel a little lost, this is an excellent, EXCELLENT, vehicle for you.

If you have not made that commitment to yourself, then this is not for you.

Still have any questions? We're here to answer them! Email us at dane@thefoundation.io or call me personally at (515) 999-0485 or, if you're feeling creative, send us some snail mail at 5600 Ashworth Road West Des Moines, Iowa 50266