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WORKSHOP BLACK BOOK



A quick brief for
ACQ Scaling workshops.

Compiled by Acquisition.com Workshop Team

Big Picture

In-person Scaling Workshop at ACQ new HQ in Las Vegas

Limit: Only 100 attendees per workshop

Location: 2960 West Sahara Avenue, Las Vegas, NV
89102

The process to be invited: You get an invite via one of our emails, you see one of our ads, you get to the booking page via the type form. Or you have to get a link sent to you by a friend (like Clubhouse).





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KEY POINTS & FACTS:

What makes this workshop special? Why is this a big deal?

- **Once in a lifetime** opportunity to attend an in-person workshop at ACQ HQ in Las Vegas (Former UFC building)
- Only 100 attendees per workshop
- Business Owners can learn how to make an enterprise sellable (from people who have done it). An exit is where life-changing money is made.
- Normally this kind of info is exclusive to ACQ portfolio companies. For the first time, we are teaching other businesses we don't own how to do the same.
- **ROUNDTABLES (USP)**
You will have the chance to meet some of the portfolio team who help create millions in enterprise value and have your questions answered by them. In each core function of a business. This is something unique to the ACQ scaling workshop, which few/if any, conferences provide.

MISSION:

To make real business education available to everyone

Workshops are tied to the mission.

We use workshop resources to create more and better content. We share this with the wider entrepreneurial community for free. As always. Guests and attendees who take part in a ACQ scaling workshop, not only learn how to scale, but by investing in a ticket are now investing in sharing knowledge to better the business community through content. This is an opportunity for entrepreneurs to support the mission too and get rewarded in the process through value. We think that's cool.

Reasons to Attend:

1 **If you like our content and want more.**

We get thousands of applications and questions every week from entrepreneurs and business owners asking for more personalized help. Workshops are now a way to get that added value.

2 **Make More Money**

Learn how to increase your profit, get insights on how to create products that scale, and how to scale or better manage your team.

3 **Unknown Unknown**

You don't know what you don't know.

Any one tactic or technique is unlikely to massively shift your business. But we have learned (through trial and error) the principles of scaling: scaling profit, Scaling products, and Scaling people.

4 **Each workshop is truly unique.**

We get hundreds of applications from businesses doing anywhere from 1 million to 20m+. Although we can't guarantee the revenue to people in the room, these are the types of people who apply.

5 **Maybe get featured in our content. Workshops are recorded and this content gets posted on social media.**

6 **You will get to meet some of the portfolio team in-person.**

7 **Networking**

There will be 100 people at each event who are interested in scaling their business. You will be in a like-minded company, and there will be people in the room who have larger businesses than you to learn from.

Credibility/ Background:

Alex and Leila reached a personal net worth of \$100M by 32 & 28 (respectively)

They sold 66% of his supplement and gym licensing business (Gym Launch) to American Pacific Group at a valuation of \$46,200,000. And that was after taking \$42,000,000 in owner pay over the first four years.

Gym Launch: \$0 to \$2.4M/mo in 18mo

- Gym Licensing
- Channels: Paid Ads - B2B & Cold Outbound

Prestige Labs: \$0 to \$1.7M/mo in 6mo

- E-commerce (B2B & B2C)
- Channels: Paid Ads - (B2C & B2B)
- Cold Outbound
- Affiliates/Partners

Alan: \$0 to \$1.4M/mo in 6mo

- Agency software
- Channels: Affiliates, partners, and paid ads.
- Sold 75% stake to a strategic partner

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- Media/ family office & private equity
- Multiple 9-figure portfolio (we've created over \$400M in equity value for our portfolio founders.)

Brick & Mortar: 1 location to 28 locations in 28 months

E-learning: 1.3m/month - 9.7m/month in 14 months.

Over 160,000,000 views a month (and counting...)



ALEX HORMOZI

Writing Guidelines

Keep Everything Below 3rd Grade Reading Level

- We utilize leverage to gain higher returns on our equity checks ?
- We borrow money so we can buy bigger stuff (and make more) than we could with our cash alone. ✓

Present Voice

- When you're creating your sales page ?
- When you create your sales page ✓

Active Not Passive

- The body was carried out of the room ?
- We carried the body out of the room ✓

Avoid Adverbs Whenever Possible (adverbs usually mean lame verbs)

- We shut the door really hard ?
- We slammed the door ✓
- Avoid words like "very, super, way, actually, etc"

Simple/Short Sentences

- Usually one comma
- If two commas - cut the middle or make 2 sentences
- We tried to escape but the man, with the red mask, chased us until we lost our breath. ?
- The red-masked man chased us until we lost our breath. We were trapped. ✓

Positive Language

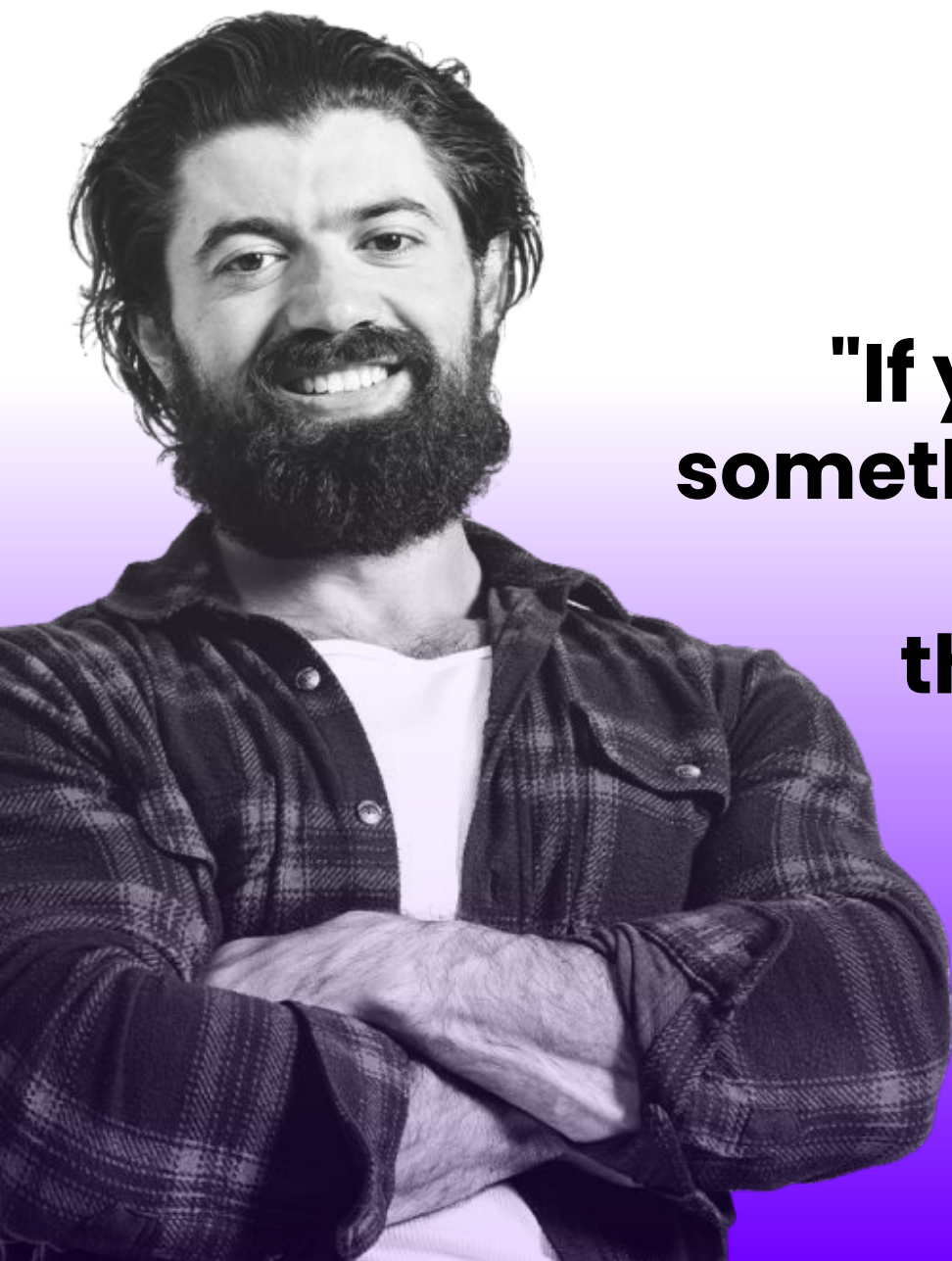
- Don't Stop ?
- Keep Going ✓
- Don't leave the facility ?
- Stay inside ✓

Remove Redundant Words

- We simultaneously left the building at the same time ?
- We left the building at the same time ✓

Remove Unnecessary Words

- If they don't change the meaning or add to the meaning of the sentence.
- 8 Guidelines For Writing I Live By ?
- 8 Writing Guidelines I Live By ✓
- He was able to get out of his car. ?
- He exited his car. ✓



LIFE HACK

"If you introduce something valuable to someone, they associate that value with you."

Alex Hormozi



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ARE YOU READY TO HELP MAKE A DIFFERENCE?



Acquisition.com is on a mission to *make*
real business available to everyone.

LET'S MAKE SOME MONEY