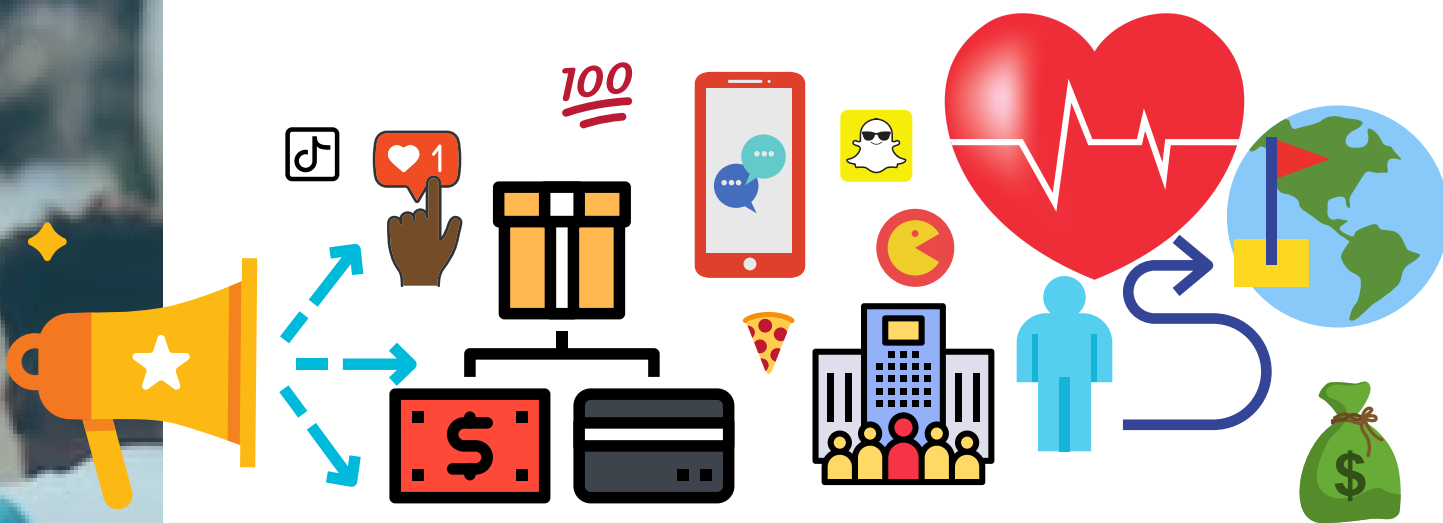


Navigate your **BUSINESS PLAN** so you can get back to saving the world! 🇺🇸



30 YEARS

IN 3

MINUTES

(2022 UPDATE)

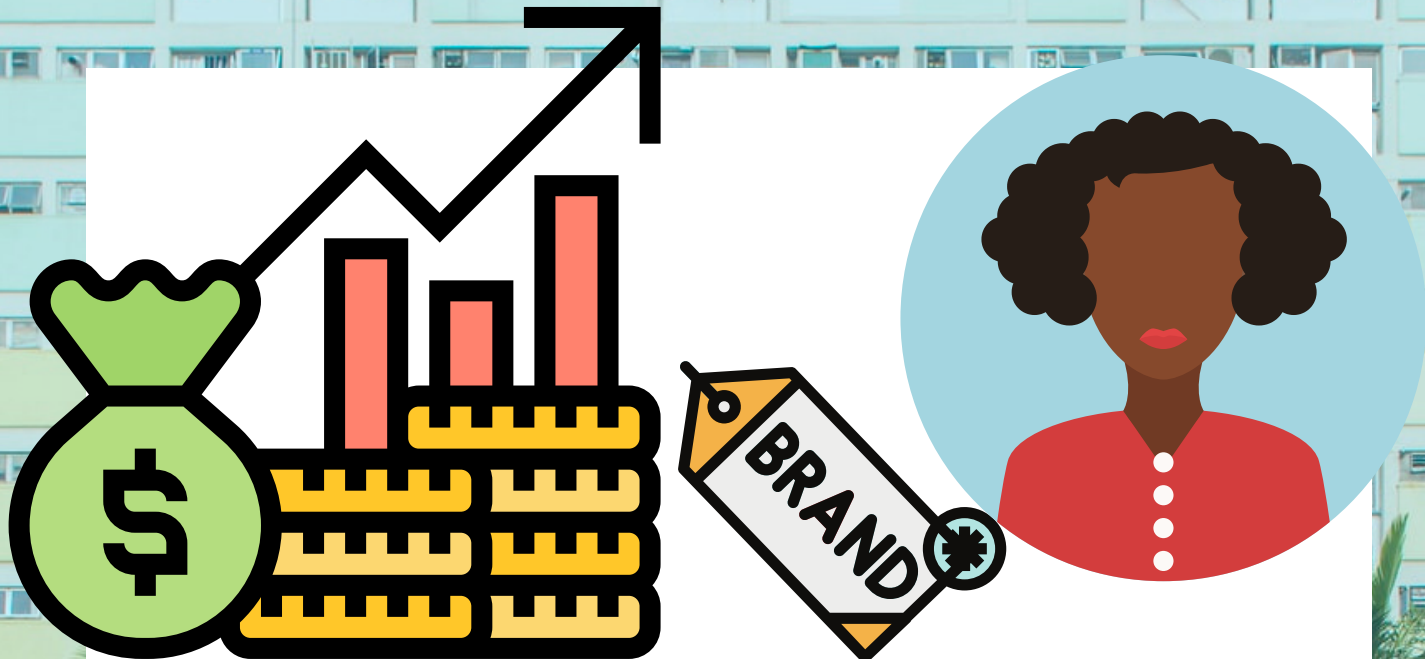
A CREATIVE WRITING EXERCISE FOR
CURRENT & FUTURE LEADERS



WWW.STARTUPSHARKS.CO/30-YEARS-IN-3-MINUTES



3 PS OF PURPOSE DRIVEN ENTREPRENEURSHIP



WHY DOES BRAND MATTER?

HARNESSING STORY TO TELL WHO YOU ARE

For the Visionaries

If you're someone who believes in the power of now - then this guide is for you. In it, we'll help you figure out the big picture of your life, plus the little things you'll need to accomplish to get there.

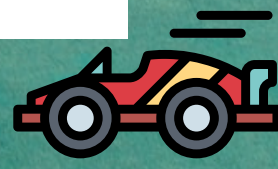
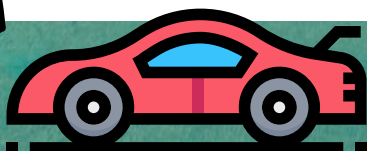
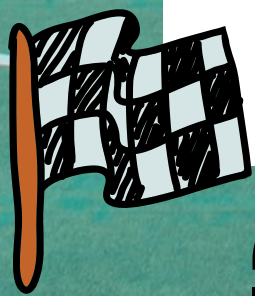
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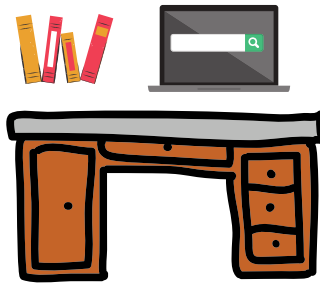


TABLE OF CONTENTS

NAVIGATING THIS DOCUMENT

Section 1. Contagious, Nipsey Hussle and the Power of Story

An anecdotal story of Nipsey Hussle and the power of understanding the value of you and your brand.

Section 2. Brand Development: The Power of Data

Learn what the experts are saying about brand, authenticity, personalization and achieving ROI.

Section 3. Case Story: Food Tribe's Facebook Group Grows 30% for 3+ Months

Food Tribe achieves 30% month-over-month organic growth through authentic brand voice.

Section 4. Exercise #1: Your Origin Story

Understand Your Origin Story to know your reasons for getting into business.

Section 5. Exercise #2: 30 Years in 3 Minutes

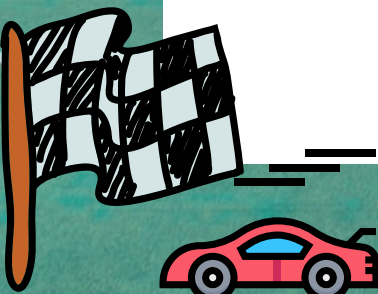
Take 3 minutes out of your day to begin the process of finding your purpose and launching your brand.

Section 6. Wrap Up + Conclusion

Bonus Exercise + Credits

Section 7. Glossary

Key terms, phrases, ideas and concepts found in this document.





HIPHOPDX

Los Angeles Times



SECTION ONE: THE CONTAGIOUS BRAND OF NIPSEY HUSSLE

REST IN POWER TO A LA LEGEND



Contagious: Why Things Catch On

If you're someone who believes in the power of story, then we recommend you pick up Contagious, a NY Times bestselling book about the power of storytelling, value and building better relationships with customers.



Nipsey Hussle: Activist, Artist, Investor + Futurist

Nipsey Hussle was an LA-based artist and activist. Responsible for classic movements such as The Marathon Continues, he's known for his contribution to the independent music scene + to the African Diaspora.



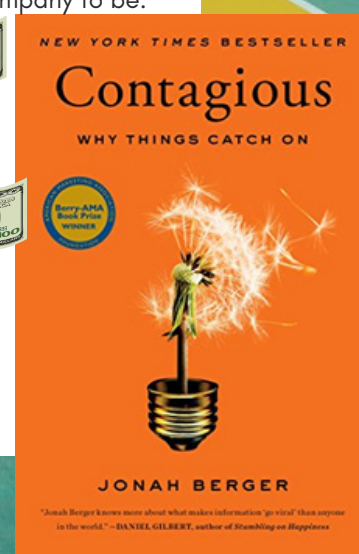
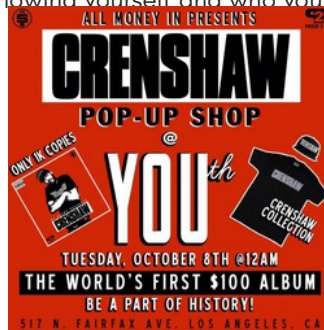
Nipsey Hussle + Contagious

Nipsey tells a story about reading Contagious, specifically a story of a vendor selling a \$100 cheesesteak - to help with the release of a premium product: a \$100 mixtape + VIP experience which went on to sell out.

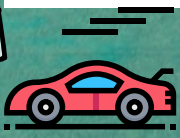


Lesson to Be Learned / Next Steps

Nipsey proves by understanding your customer, value, principles, mission and vision, you have the ability to do amazing things. It starts with knowing yourself and who you want your company to be.



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THE HIGHEST HUMAN ACT IS TO INSPIRE



Quotable

I NEVER WANTED TO ALIENATE MY BRAND FOR BUSINESS. I ALWAYS WANTED TO KEEP IT AUTHENTIC AND KEEP IT AS PURE AS I COULD.”

#STARTUPSHARKS

NIPSEY HUSSLE



SECTION TWO: BRAND DEVELOPMENT, DATA AND YOU

HOW KNOWING YOUR "WHY" LEADS TO
A BETTER BUSINESS

What the Hell is Branding Anyway?

Branding in a nutshell - is the person you want to be. Much like our personal brand - the sum of the experiences, information and expectations - people have of us, our customers & stakeholders, want to understand our business. Which is why we spend so much time investing in logos, designers, copywriters and communications professionals, to create the "persona," or personality, that our business represents to others.

Mission, Principle, Vision and Your Future

Outside of what you're known for, brand development allows you to state what you WANT to be known for. Your mission, vision, principles and values, represent how your business will navigate its present and its future, while also reflecting on past experiences - both good and bad. If you know what you stand for, you won't fall for anything; follow a guiding light to a future goal that you and your team can see.

Solving a Problem

The next step of the brand development process is to solve a problem. Brands like Spotify and Apple are known for the problems they solve - they're very good at helping us to understand how their products create solutions to the everyday problems we experience. Strong brand recall reminds your customers of the problem you solve before they can fully remember who or what your company is.

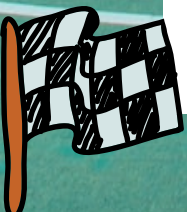
Adding Value to Your Community

Adding value to your community, is part of the problem-solving process. Your value can be quantified in a variety of ways, but the best thing you can do is to excite, delight, and invest - in the people who want to work with.

Personalizing the Experience

Once you've proven you know what you're doing and what you do well, you want to invest in deeper relationships with your customers - taking the time to get to know them better by asking questions and creating experiences that are individual to them.

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Everyone Has A Story

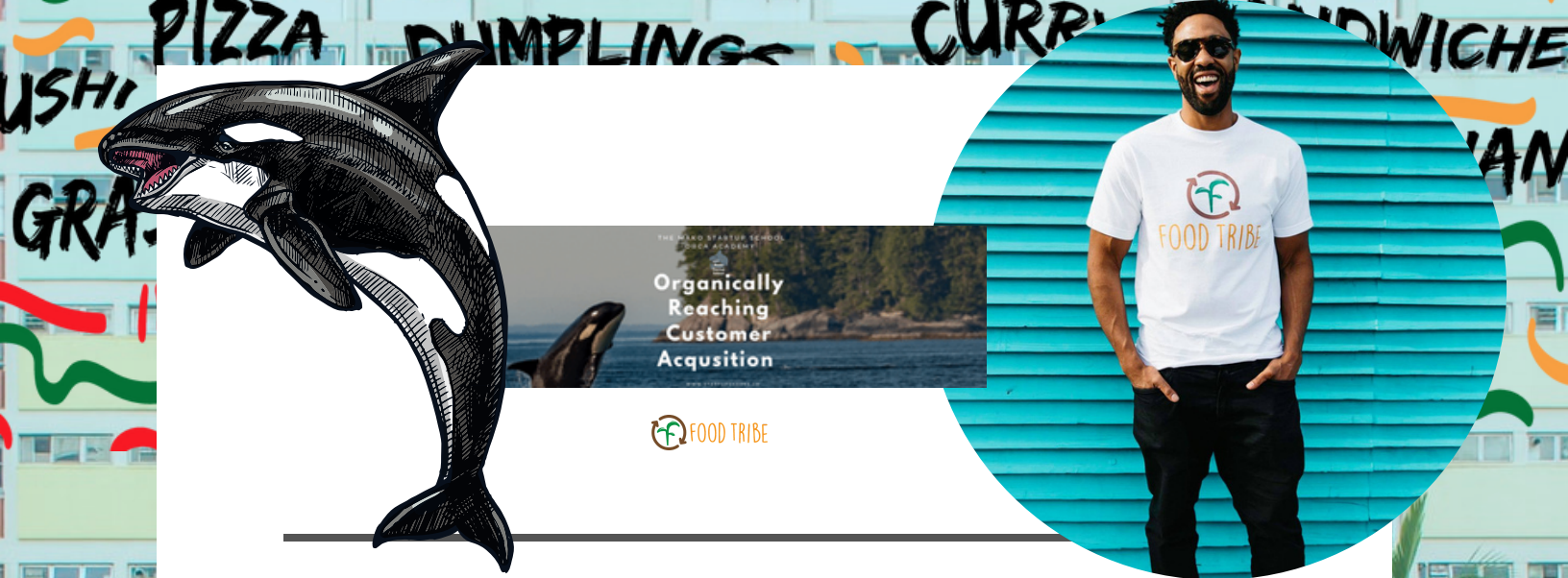
ASK YOURSELF 3 QUESTIONS



Who are you?

What have you
done?

Where do you
want to be?



SECTION THREE: FOOD TRIBE CASE STUDY

LA FOODIES FACEBOOK GROUP + ORGANICALLY GROWS 30%

Food Tribe Raises 80% of Goal on Indiegogo



Food Tribe is a sister company of Startup Sharks - a 360 platform + community for restaurants and foodies. In 2016 Food Tribe launched a crowdfunding campaign on platform Indiegogo, raising 80% of its goal to create a new type of restaurant review platform.

#RestaurantGrowth Agency Launches #RadicALL Campaign

Food Tribe's restaurant growth agency launched in 2018, creating content for restaurants like videos, blogs, social media graphics, and contests.

Food Tribe Launches Facebook Communities



In 2019, using design thinking principles and fulfilling its 2017 promise to launch a new restaurant platform, Food Tribe launched a new customer loyalty program + review platform. Its FB communities serving major cities like LA, SD and more, the groups started seeing some success growing 30% towards the end of 2019.



Organically Reaching Customer Acquisition

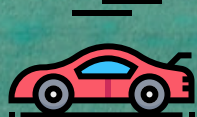
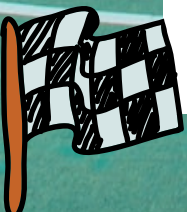
The ORCA (Organically Reaching Customer Acquisition Method) (INSERT BIT.LY HERE), is a philosophy + workflow designed by Startup Sharks founder Terence to help customers achieve organic customer growth through brand development programs. This method was prototyped by Food Tribe before becoming a product (course + workbook). This methodology was used to grow Food Tribe organically.


Achieving 30% Organic Growth with NO PAID ADVERTISING

Food Tribe's communities on Facebook continue to grow. The lesson here is by having your own brand, you're then able to create new and different products. The next phase of the process is to keep customers in my world, but transition them to different platforms like Instagram or LinkedIn - and eventually, new and unique offline + online ways to experience Food Tribe.



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BRANDING 101

THE INCREDIBLE BRAND AWARENESS AND BOTTOM-LINE PROFITS ACHIEVABLE THROUGH SOCIAL MEDIA MARKETING REQUIRE HUSTLE, HEART, SINCERITY, CONSTANT ENGAGEMENT, LONG-TERM COMMITMENT, AND MOST OF ALL, ARTFUL AND STRATEGIC STORYTELLING.

Gary Vaynerchuk



FB.COM/GROUPS/LOSANGELESFOODIE

SECTION FOUR: EXERCISE #1: STORYTELLING 101

LEARN HOW TO TELL YOUR STORY
ONLINE

Your Origin Story

Your Origin Story lets users and partners who've never met you before, learn about you when they have time. It's a universal set of keywords, phrases, and paragraphs to describe you and where you came from.

The Pixar Method to Telling Stories

Animation studio Pixar is famous for telling stories. The company leverages several internal writing exercises to make sure they create the best possible movies for their fans.

Creating Pirate (AAARRRGH) Goals

Pirate goals are Startup Goals your organization can optimize towards to make sure you're hitting your goals. Startup Sharks focuses on Awareness, Acquisition, Activation, Revenue, Referral, Retention, Growth and Helping goals to make sure that we're properly telling our story.

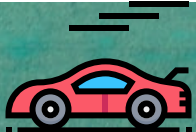
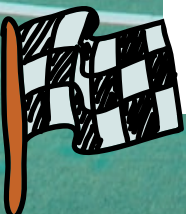
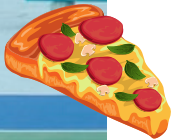
Ideal Customer Profiles + User Stories

Ideal Customer Profiles and User Stories are two great ways to tell stories online - these writing tactics are designed to create marketing & communications messages (and digital experiences) designed to keep your customers coming back.

Brand Checklist: Pick A Channel + Post Daily

Once you've picked a story - usually a topic, theme, or question that needs to be answered - you can begin the process of telling it, and then listening to the responses it generates - online. This is your chance to use content like videos, blogs and graphics on your favorite platform like TikTok, Snapchat or Instagram.

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The Pixar Method to telling stories

Once upon a time there was _____.

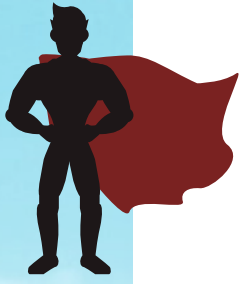
Everyday, _____.

One day, _____.

Because of that, _____.

Until finally, _____.

PIXAR
ANIMATION STUDIOS



ORIGIN STORY GENERATOR

PROJECT NAME: #RESTAURANTBAILOUT

PIXAR STORY

WHY YOU CARE ABOUT IT

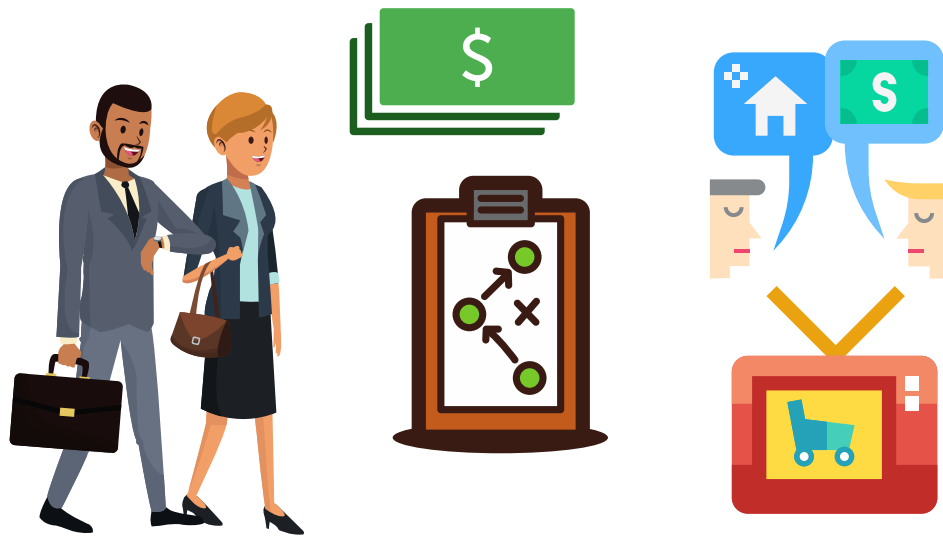
HOW THE PROBLEM EFFECTS YOU

**WHAT YOU AND YOUR COMPANY ARE GOING
TO DO**

YOUR SUPER POWER

WRITE A SOLUTION





IDEAL CUSTOMER PROFILES

YOUR ROADMAP TO BUSINESS SUCCESS

The line between art and commerce

Builders, Creators, and Free Thinkers

If you're someone who believes in the power of now - then this guide is for you. This guide is to help you figure out the big picture of your life, and help you figure out the little things you'll need to accomplish to get there.

Planning Your Next 30 Years

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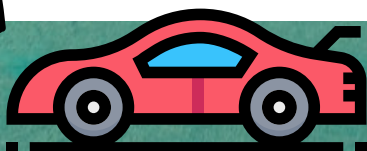
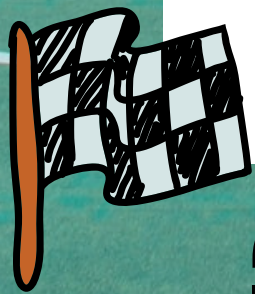
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Getting Started in 3 Minutes

Take 3 minutes out of your day to begin the process of finding your purpose and launching your startup dreams.

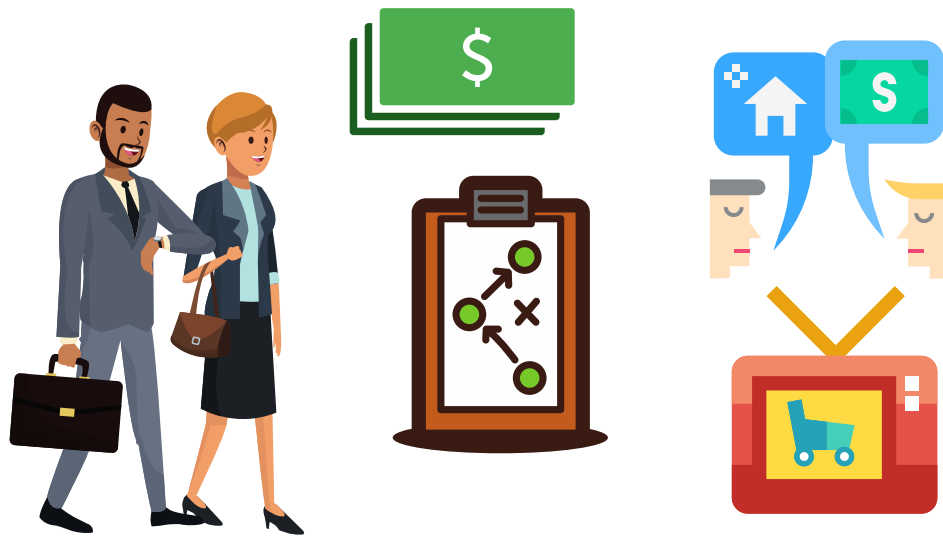
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5 Step Brand Strategy Checklist

- ✓ Write your origin story
- ✓ Create business goals
- ✓ Select channels
- ✓ Post daily
- ✓ Get creative



PICK A CHANNEL + POST DAILY

YOUR ROADMAP TO BUSINESS SUCCESS

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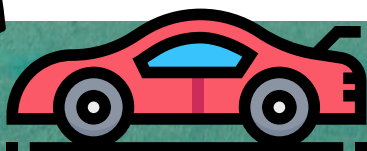
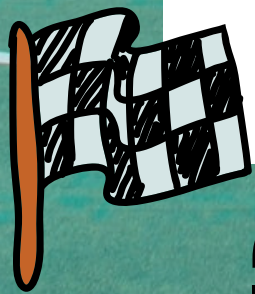
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Gary Vaynerchuk



FB.COM/GROUPS/GROWYOURPASSION

SECTION FIVE: EXERCISE #2: 30 YEARS IN 3 MINUTES

HARNESS YOUR LONG TERM VISION
INTO A BRAND YOU CAN BUILD TODAY

30 Year Vision

Brands outlive their founding teams - if you're interested in creating something that lasts longer than you, the first part of this exercise is designed to allow you to dream - and think big. Get creative and think about where you and your business will be 30 years from now.

10 Year Goals

From here we'll create 10 year goals that are clear indicators we're making process. This long term goals might include several iterations of your team, your product, or the story you tell to your customers.

3 Year Strategy

Your 3 year strategy is much more tactical, where we need to identify Specific, Measurable, Achievable, Realistic and Time Based goals your entire organization can get behind.

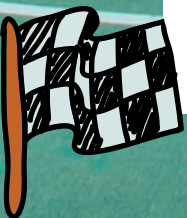
1 Year Planning

One year planning is going to help you focus the 4 quarters and 12 months that are going to be required to hit your 3 year goals.

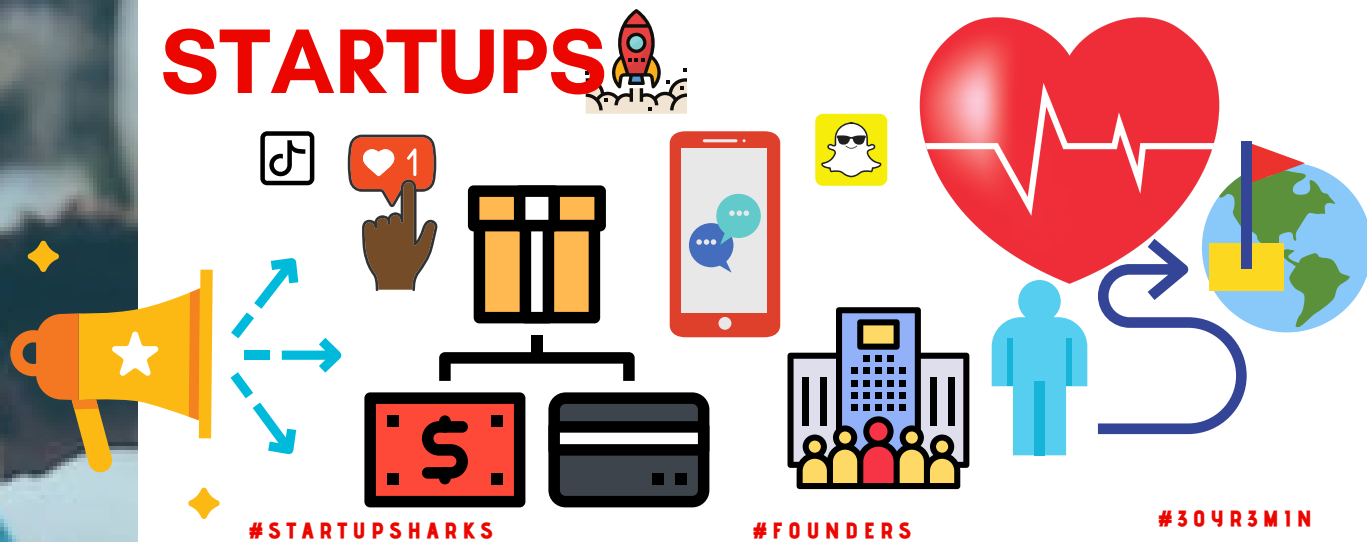
90 Day Sprint

Your 90 day springs - the hourly, daily, weekly and monthly focus designed to help you build the company of your dreams.

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A SIMPLE Brand Exercise for STARTUPS



Do you have the solution to a GIGANTIC problem? If so, you might need to recruit some help. Bring the future to the present with this exercise.

Here's the thing. When you're a PURPOSE-DRIVEN FOUNDER, you might be ITCHING to GET OUR YOUR IDEA

I write about my experience in startups, tech, and the art of hustling. I'm also the founder of Food Tribe, a socially conscious restaurant review platform.

I created this guide after dealing with the frustration of not knowing what I wanted out of life. I say down one day and asked myself, where do I want to be 30 year from today?

Builders, Creators, and Free Thinkers

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(2020 UPDATE)



30 YEARS IN 3 MINUTES

PROJECT NAME:

GO THROUGH EACH STEP OF THE PROCESS

Think about the "Big" Moments out of life like family, career, travel, volunteering:

PICK A COUPLE WORDS OR PHRASES TO DESCRIBE THE QUESTION

Think about tentpole benchmarks that are clear indications that you're progressing.

DO YOUR BEST TO PICK OUT KEYWORDS OR PHRASES

What sort of monthly progress do you need to to hit in order to achieve your 3 year goals?

3 WEEKS FROM TODAY

Your 3 week goals should be your daily hustle.



30 YEARS IN 3 MINUTES

PROJECT NAME:

WHAT SHOULD YOU DO IN THE NEXT 3 HOURS?

What are some ways for you to get started?

RESOURCES

Stop searching for your passion | Terri Trespicio

Four keys for setting and achieving goals | William Barr

PLAN WITH ME (monthly minimalist journal & scheduling)

6 Tips for Turning Your Hustle into A Profession

"How to Start": DailyVee 173| Gary Vaynerchuk



30 YEARS IN 3 MINUTES

REPORT RESULTS

NOW THAT WE HAVE YOUR 30 YEAR VISION, YOUR 10 YEAR BENCHMARKS, 3 YEAR STRATEGY, 1 YEAR GOALS, ITS TIME TO BEGIN COMPILING THE INFORMATION IN YOUR STORY, YOUR PAST, PRESENT AND FUTURE, TO COMMUNICATE YOU, YOUR BUSINESS AND YOUR BRAND TO THE PEOPLE WHO WANT TO CREATE RELATIONSHIPS WITH.



30 YEARS IN 3 MINUTES

REPORT RESULTS

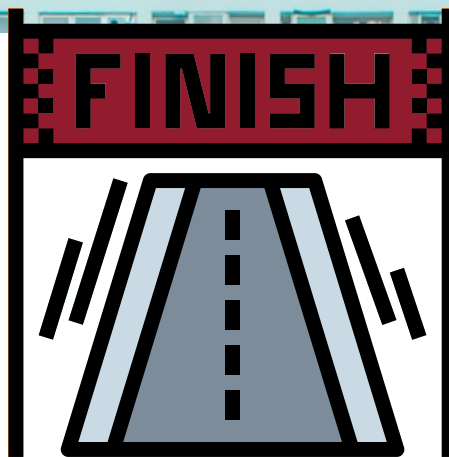
IF YOU NEED ADDITIONAL HELP, REQUEST YOUR CONSULTATION

GIFTS: MISSION STATEMENT

**IMPACT: VISION
STATEMENT**

**QUALITY OF LIFE:
VALUES + PRINCIPLES**

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FB.COM/GROUPS/LOSANGELESFOODIE

SECTION SIX: WRAP UP + CONCLUSION

NEXT STEPS + RESOURCES WE
RECOMMEND

Communicating Your Business Plan

Learn a little more about what it takes to communicate your business plan - what you do and how you plan on doing it.

Creative + Technical Writing for Businesses

Creative + technical writing are great tools for telling your business' story.

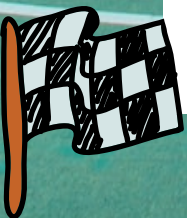
Wrap Up + Next Steps

Next steps + learnings.

Resources + Tools We Love

Learn about some of the tools you can use to build your business.

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COMMUNICATING YOUR BUSINESS PLAN

YOUR ROADMAP TO BUSINESS SUCCESS

Why It Matters

Your business plan is important because it turns your idea - into a tangible strategy designed to help you get there.

How To Do It

Writing out your business plan is just one of the ways you can begin the process. While traditional methods tell you HAVE to start with a business plans, lots of modern businesses get started using the methods described in this exercise. Eventually though, everyone should create a business plan.

When to Do It

Before you go through the effort of writing a full business plan, make sure that your idea, is something worth building a business around. If you're able to create a 30 year vision - meaning your idea will be valuable in 30 years, you should probably consider communicating your idea through a full business plan.

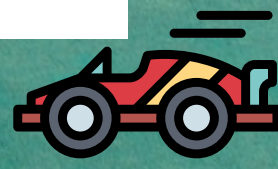
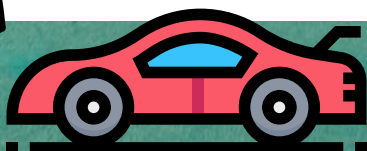
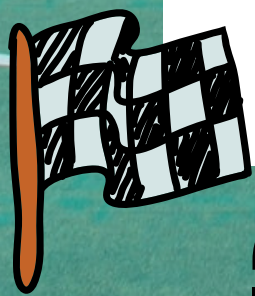
Who Should Do It

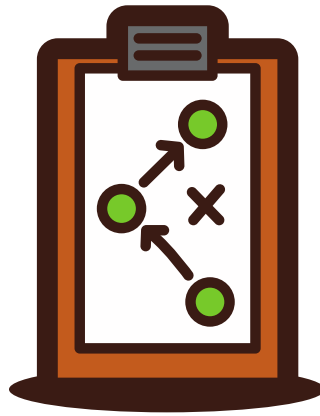
If you're a sidehustler or gigster and are interested in turning your idea into a profitable long term business, a business plan is a required document.

Where to Do it

Take 10 minutes out of your day and find a template for a "Business Model Canvas," an updated form of a business plan designed to help founders get started NOW.

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WRITING YOUR WAY INTO BUSINESS

EFFECTIVELY COMMUNICATING THE
RIGHT WAY

Business Writing

If you're someone who believes in the power of now - then business writing is an investment worth considering. Writing - literally taking the thoughts and phrases in your mind and putting it down to paper, is the first step of any strategy. Business writing offers you the opportunity to create + document your new ventures legacy.

Creative Writing

Creative writing, an important aspect of business writing, involves the process to using words and phrases - creatively - to communicate and paint a shared picture between you and your audience.

Technical Writing

The technical part of writing involves proper planning - research, structure, tone and formatting, all important tools designed that is the glue of your written word strategy.



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THE STARTUP SHARKS TEAM



TERENCE LATIMER
Writer + Founder



THE FB COMMUNITY

MAKE ART, KREATE OPPORTUNITY

#SIDEHUSTLE TO BIZ

A COMMUNITY OF CREATORS



Startup Sharks | MAKO Community



facebook.com/groups/growyourpassion



FB.COM/GROUPS/LOSANGELESFOODIE

SECTION SEVEN: GLOSSARY + BONUS EXERCISE

IMPORTANT TERMS + A BONUS
EXERCISE

Glossary

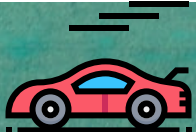
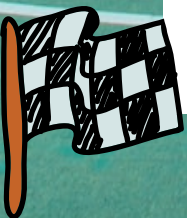
A deeper dive into some of the important terms and phrases found in this document.

Know Thyself (*Bonus Exercise + Worksheet*)

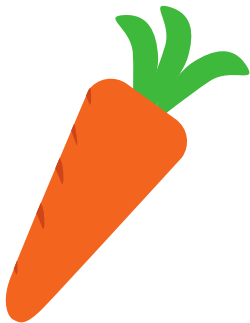
An immediate follow up to the 30 Years in 3 Minutes Exercise, Know Thyself is Designed to help you incorporate a product focused strategy into the way you begin prototyping your idea online.



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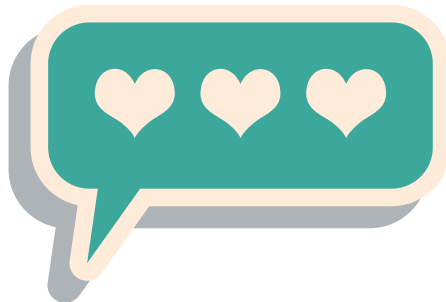


YOU SHOULD BE DEVELOPING YOUR BRAND NOW



**LESS THAN 2%
ORGANIC REACH**

For pages with 500K fans



2.5 BILLION

Social Media Users



**60% OF USERS
PREFER UGC**

They believe it's more
authentic

**COMPLETE THE PROCESS NOW BY DEVELOPING A BRAND
AROUND THE 30 YEAR VISION FOR YOUR STARTUP, BRAND OR
IDEA**

Go to the Next Page to access the Know Thyself exercise

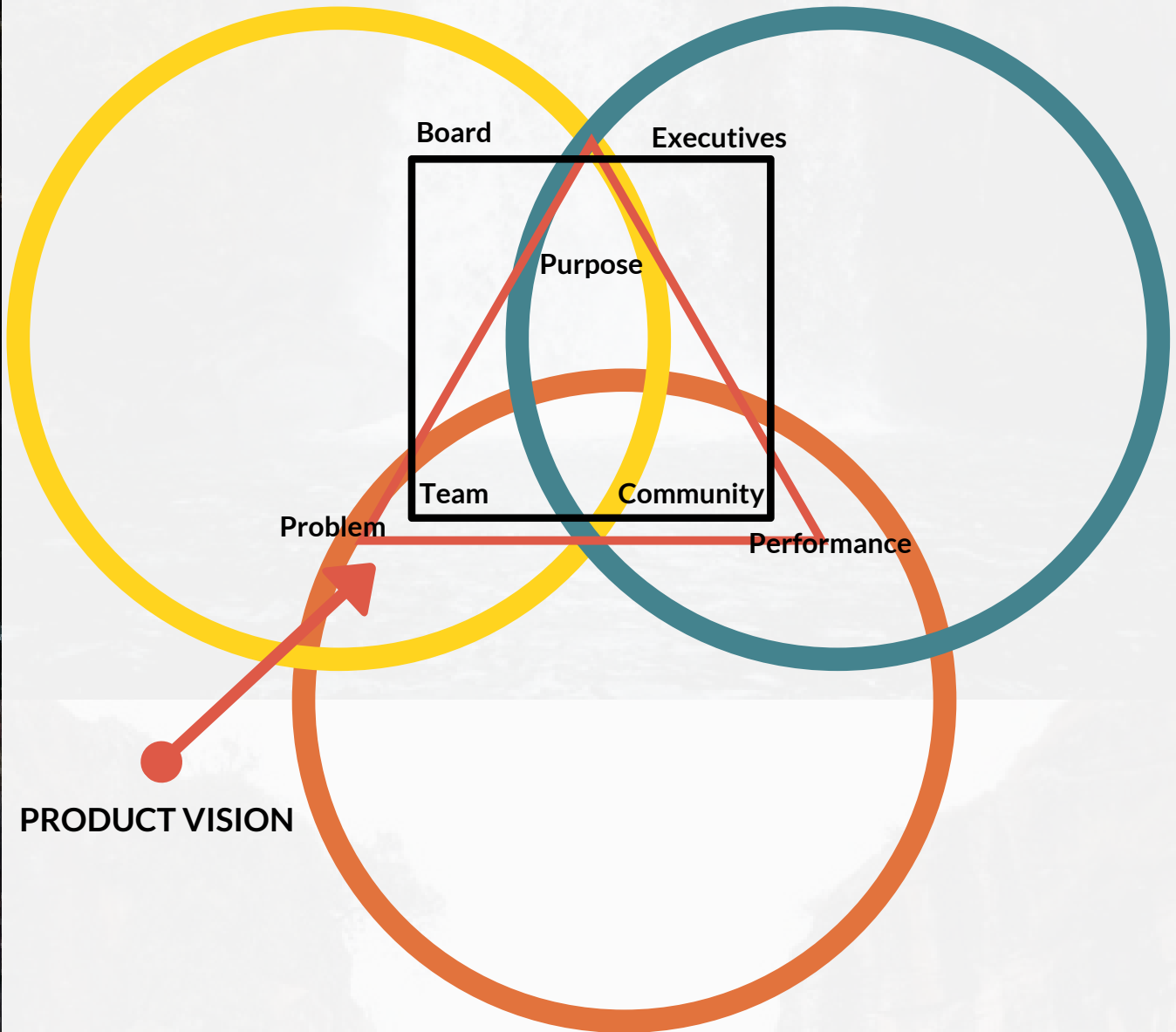
#KNOWTHYSELF

Understand yourself to launch a business you can build a life around.

When you look into the past, present and future...what do you see? Once you complete The 30 Years in 3 Minutes Worksheet, plug your values into the Gifts, Impact + Quality of Life Sections.

GIFTS: MISSION STATEMENT

IMPACT: VISION STATEMENT



PRODUCT VISION

QUALITY OF LIFE: VALUES + PRINCIPLES

2. Next, enter a sentence each to describe the Triangle section of your Product:
Its purpose, the problem it solves, and the thing it does better than others.





GLOSSARY

IMPORTANT TERMS USED IN THIS DOCUMENT

Brand

Startup Sharks defines your brand as the personality - or characteristics, code of conduct, and values which represent your company and its reason for being in existence.

Storytelling

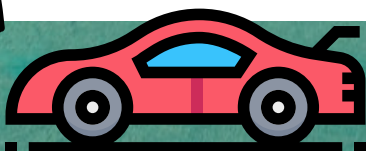
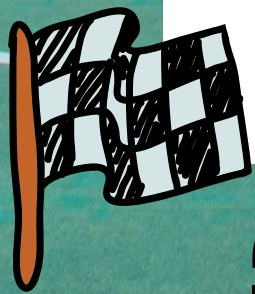
Storytelling is the process of telling translating information - stories, experiences, testimonials - to communicate complex ideas, themes and perspectives.

Content

Content lives in many forms - blogs, websites, social media posts, videos and podcasts - but what unites them is their use as tools to help tell stories.

Brand Development

Brand development is the art and process of conversation - the process of using your brand, its experiences with its customers and stakeholders, which then influences your business strategy - product development, sales, marketing, finance, and everything else that it takes to keep you in business.



THE HIGHEST HUMAN ACT IS TO INSPIRE



Words of #NIPspiration

AND ITS POSSIBLE TO
MONETIZE YOUR ART
WITHOUT
COMPROMISING THE
INTEGRITY OF IT FOR
COMMERCE

NIPSEY HUSSLE

#STARTUPSHARKS



30 YEARS IN 3 MINUTES

STARTUP SHARKS

IF YOU NEED ADDITIONAL HELP, REQUEST YOUR CONSULTATION



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WWW.CALENDLY.COM/TERENCE-LATIMER

WWW.STARTUPSHARKS.CO