

[HEADER]

[Put a picture in the background of this header, what you have now works]

Header Text: **Get the confidence you need to lead.**

[DIRECTLY BENEATH HEADER]

[relevant image]

Get your mind right

[relevant image]

Learn new skills

[relevant image]

Inspire your team

[SHOW THE STAKES]

Your organization can change the world. But to do that, it needs a strong leader at the helm.

If you don't believe in yourself, how can you convince others to believe in your business?

Companies whose leaders lack a balance of confidence and emotional intelligence... fail.

As an entrepreneur, it can feel like your vision is on the verge of collapse. It doesn't have to feel this way.

[SHOW THE BENEFITS]

With our leadership practices, you will...

- Build your competence and confidence
- Conquer decision paralysis
- Inspire your team to perform better
- Finally realize the vision you've had for your company all along

[BE THE GUIDE]

I started LeaderMind because I've been there. Having founded and exited a half a dozen companies, I know what it's like when everyone's looking to you for guidance. It's bad enough when others are saying your ideas will never work, but it's company-killing when the doubt comes from your own head.

I didn't consider the importance of confidence until a very brave person pulled me aside and asked, "Have you ever ever considered working on yourself?" I did the research, found ways to boost my confidence, and it was the greatest accelerator to my company's growth I'd ever seen. It was like a magic pill.

[CHARITABLE FOCUS]

I want to tell you something you might not believe: I don't want to make any money from this. Because that's not the point.

The point is creating a place where we can talk about stuff that's hard to talk about. The scary things, like anxiety, insecurity, even anger. The seeds of doubt holding us back.

To that end, LeaderMind's profits will be dedicated to charity and scholarships for business owners and leaders.

Every aspect of the organization, including any money we make, will go right back into supporting our community of entrepreneurs.

[SHOW THE PLAN]

THE PLAN

[relevant image]

1: Subscribe to our newsletter for articles that will help you start strong

[relevant image]

2: Build your network with other leaders on LinkedIn and Facebook

[relevant image]

3: Reach peak performance with our training series.

[BRAND STORY]

[What does failure look like if they don't use our service?] [What does success look like?] [What will the impact on the world be?]

Starting a new business is scary. Just when you think you've got your feet on solid ground, the ground can fall out from under you.

Every day, businesses fail because... their leaders give up. Because teams melt down. Because of a lack of support or lack of knowledge, wonderful ideas never see the light of day.

We believe it's wrong so many entrepreneurs feel unsupported, especially in the start-up space.

At LeaderMind, we provide tools and community, so you can learn the skills you need to grow your business, and gain confidence in yourself as a leader.

"You don't know what you don't know," and in a start-up, what you don't know can kill your dreams.

Build your skills and maximize your confidence so you can be the leader your start-up deserves. Start by signing up for our newsletter, which is jam-packed with clear actions you can take to improve yourself and your business.

With an invigorated belief in yourself, you'll achieve more for your business, and you'll be able to pay it forward by inspiring your team and the next generation of entrepreneurs.

Get the confidence you need to lead. Start by signing up for our free newsletter today.

[LEAD GENERATOR]

This is something I think we talked about briefly. It will greatly help draw people to your newsletter. It should be a piece of content, longer and more helpful than an article, but still digestible in one sitting. It's free, and people download it in exchange for their email address. It has to be something that your audience wants to know about, so they'll be enticed to hand over their email to gain the value of the item.

It's not something we need to make right away, but if you want to grow your mailing list, this will be a big boost.

Some ideas for a lead generator:

- *3 Min. Entrepreneur Confidence Boost: a video that walks through the fastest ways to feel more confident, whenever the viewer needs.*
- *10 Things All Successful Entrepreneurs Have*
- *3 Reasons Your Team is Uninspired*

[VIDEO]

It would be great to have a testimonial or explanatory video of the brand here, but that can be in a later phase.

[TESTIMONIALS]