



LIFESTYLE BUSINESS BREAKTHROUGH

November 2 - 3, 2019



ABOUT

Building a business that matters is one of the most empowering things you can do. A lifestyle business is an approach to building a business that supports your ideal lifestyle, not demands long hours of soul crushing work. A life style business supports you in your journey through life, allowing you to focus on enjoying life, traveling and spending time with friends and family while maximizing your profits.

If you've ever wanted to start your own business, but didn't know where to start. If you've ever wanted to become a digital nomad and travel the world while earning a living. If you just wanted to spend more time doing the things you love with the people you care about, this is the workshop for you.

We will focus on identifying what our goals are, establishing priorities and building a road map to a profitable business. I'll give you the critical skills to identify your ideal customer, develop product offerings to meet their needs, we'll discuss some tactical methods on how to execute the technical bits of a business and other things that you need to make your venture a success.

WHO THIS IS FOR

This workshop is designed for those who want to build a business that earns them a good living, but stays smaller in size so they can maximize their lifestyle. We won't focus on building large organizations with complicated processes and large infrastructure. Much of this will be focused on building small local services or online businesses. We will focus on businesses that bring in between \$75,000 to \$300,000 in income for the owner.

THE SPEAKER



Ryan Mitchell has been featured in Forbes, Entrepreneur, Bloomberg, Gizmodo and The New York Times covering his businesses. Having built three different businesses in totally different verticals he understands the process of building a business from inception, to execution, and arriving at profit.

His first venture was an online site called TheTinyLife.com which teaches people to live simply, Millions of people come to his site each year. Next, he built an event company where he helps influencers take their online followings into in person events, driving hundreds of thousands of dollars in sales. Finally, he opened a co-working space which grew to be the number one co-working space in the city and eventually was offered multiple offers to purchase the company which he sold in 2017.

SCHEDULE

SATURDAY – NOVEMBER 2ND 2019

9am – Developing a vision for your life
10am – Getting clear on goals and determining priorities
11am – Taking an inventory to identify opportunities
12pm – Lunch
1:30pm – Defining your ideal client & Customer Inquiries
3pm – Defining your avatar
4pm – Brainstorming product offerings

SUNDAY – NOVEMBER 3RD 2019

9am – Developing a vision for your life
10am – Getting clear on goals and determining priorities
11am – Taking an inventory to identify opportunities
12pm – Lunch
1:30pm – Defining your ideal client & Customer Inquiries
3pm – Defining your avatar
4pm – Brainstorming product offerings

OTHER DETAILS

Where and when is this event being held?

This event will be held at in Charlotte, NC at a venue called Advent Coworking 933 Louise Ave Charlotte NC. The event will start on Saturday November 2nd from 9am to 5pm and Sunday November 3rd from 10am to 5pm. Free parking is available on site, limited public transportation access but it is possible. This session will be in a class room setting.

What is the cost to attend and are there age requirements?

The workshop cost \$399 per person. The workshop will be a small size to make sure I can give direct one on one feedback and answer all your questions. Attendees must be over 16 years of age.

What is the refund policy?

Once a ticket has been purchased all sales are final because we have to sign contracts for the room. We do allow for people to defer their ticket up to one year, this means if you have an emergency and can't make it, you can attend another session with your ticket.

Where do I get my ticket to the event?

We don't have actual printed tickets, we maintain a verified list of who's coming and will check you in at the event.

What if I have never built a business or tried and failed?

Then you found the right place, you're exactly who this workshop is designed for. I take a complex subject and break it down in simple terms that average people can understand. I've learned what actually moves the needle in a business, how to not waste time building products that don't sell and taking businesses from inception to execution.

