



Welcome to The Strategy Counsel Launch Plan

Your **\$97/month** founder support membership for building something **fundable, visible, compliant, protected, and ready to grow**. You made a great decision — and this is where your journey gains structure, strategy, and momentum.

FUNDABLE

VISIBLE

COMPLIANT



Welcome — What You Just Joined

The Strategy Counsel Launch Plan is a **founder support membership** designed to give you the structure, strategy, resources, and community you need to build something real. This is not a course you watch once and forget. It is a living, ongoing support system that moves with you as your business, nonprofit, or organization grows.

Support

Consistent guidance and answers
when you need them most

Strategy

Frameworks and direction
tailored to early-stage founders

Structure

A clear rhythm and roadmap so you always know the next step

Who This Membership Is For

This space was built with **you** in mind. Whether you are just starting out or working to strengthen what you have already built, you belong here.



Early-Stage Founders

Building your first venture and needing a clear structure and strategic foundation



Nonprofit Founders

Launching or strengthening a mission-driven organization with compliance and funding goals



Coaches & Consultants

Building a professional brand, credibility, and client-ready business infrastructure



Ministry & Mission Leaders

Formalizing your organization and building the foundation for long-term impact



You do not need to have it all figured out. You just need to be ready to take the next step – and we will help you find it.

What This Membership Helps You Do

The Launch Plan is designed to help you move from uncertain and scattered to **organized, strategic, and growth-ready**. Here is the transformation you are working toward:

→ Become Fundable

Build the financial foundation, documentation, and credibility that funders, lenders, and grantors look for

→ Become Visible

Show up professionally — online, in your community, and in your industry — so the right people find you

→ Stay Compliant & Protected

Understand the legal, regulatory, and governance basics that keep your organization standing on solid ground

→ Stay Organized & Ready to Grow

Operate with systems, tools, and clarity that allow you to scale with confidence and consistency



The Promise of the Membership

You will not be handed a shortcut. But you will never have to figure it out alone.

The Strategy Counsel Launch Plan makes four core promises to every member:

Support

Real answers to real questions from a team that understands the founder journey

Structure

A consistent rhythm and roadmap so you never feel lost or paralyzed

Strategy

Practical frameworks designed for founders at your stage — not theory, but actionable direction

Momentum

Tools, templates, and training that help you keep moving — even on your hardest days

What You Get Each Month

Your membership delivers consistent value every single month. Here is a snapshot of everything included in your **\$97/month** Launch Plan:



Monthly Training

A focused workshop or training session on a high-priority founder topic



Weekly Strategy

Regular rhythm of content, prompts, and strategy touchpoints to keep you engaged



Resource Library

Access to templates, checklists, guides, and tools updated regularly



Office Hours & Q&A

Live group support sessions where your questions get answered



Founder Community

A peer environment with fellow mission-driven builders who get it



Roadmap Access

A clear view of your next steps, organized by stage and founder type

Your Core Member Benefits

Every element of your membership is intentionally designed to support your progress. Here is a closer look at your most important benefits:

Training & Education

- Monthly live or recorded workshops
- Topic-specific mini-trainings
- Replays in the member library

Founder Guidance

- Office hours with expert support
- Group Q&A sessions
- Question submission portal

Templates & Tools

- Fillable business and legal templates
- Compliance and governance checklists
- Grant readiness and funding prep guides

Strategy & Roadmap

- Personalized founder roadmap access
- Stage-specific action steps
- Resource guides by category



Monthly Training / Workshop

Each month, The Strategy Counsel delivers a **focused, practical training session** built around the most pressing topics for founders at your stage. These are not generic webinars — they are strategic sessions designed to help you take real action.

01

Topic Released

Each month's training topic is announced in advance so you can prepare questions and context

02

Live Session

Attend the live workshop to ask questions in real time and engage with the material directly

03

Replay Access

Can't attend live? Every session is recorded and added to the member library for replay anytime

04

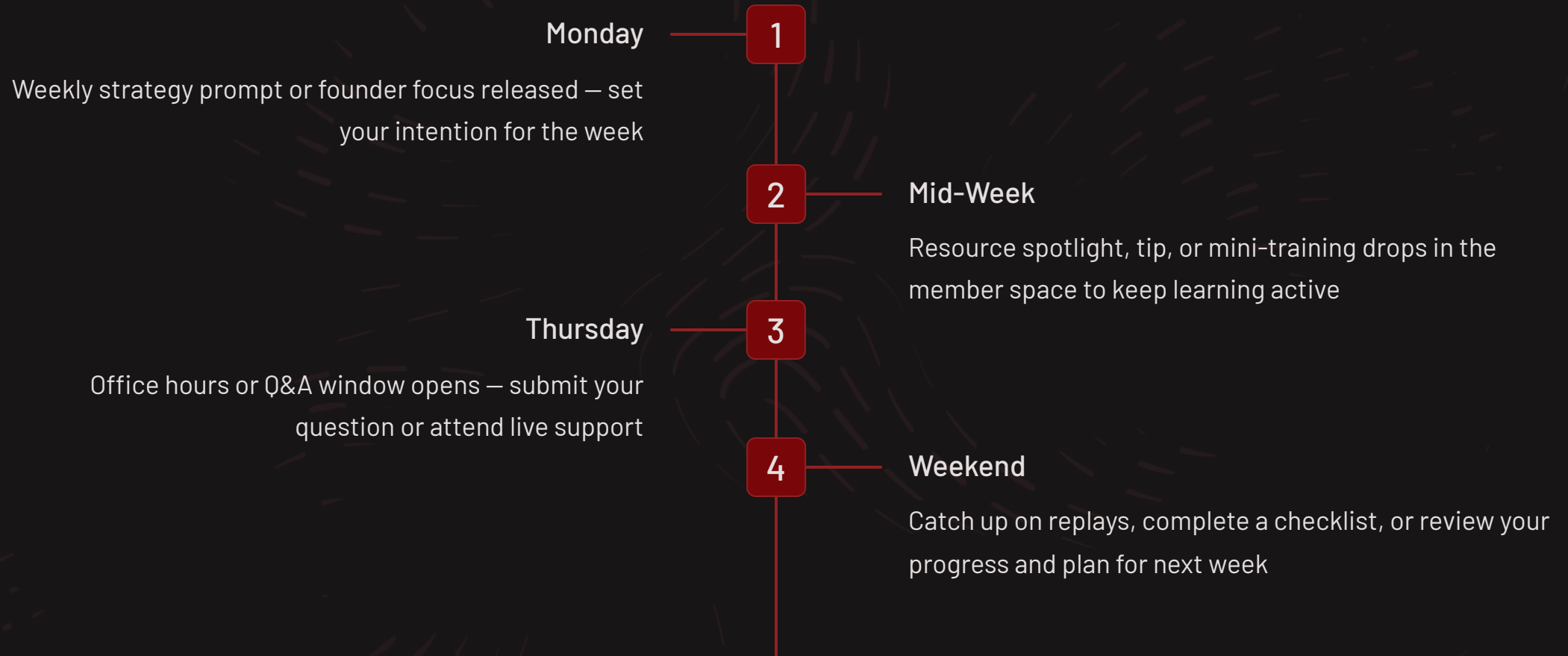
Apply It

Use the companion template, checklist, or action guide to put what you learned into practice immediately

Past topics include: **Building Your Business Credit Profile, Grant Readiness 101, Structuring Your Nonprofit, Visibility & Brand Strategy, Contracts & Compliance Basics**, and more.

Weekly Strategy Rhythm

Momentum is built through **consistency, not intensity**. The Launch Plan is designed around a weekly rhythm that keeps you engaged, informed, and moving forward — even when life gets busy.



❏ You do not have to be active every single day. Showing up consistently — even 30 minutes a week — will produce real results over time.

Templates, Checklists & Resource Library

Your membership includes access to a growing library of **done-for-you tools** built specifically for founders, nonprofit leaders, coaches, consultants, and mission-driven professionals. These are the same tools used by established organizations — made accessible to you at your stage.



Business Templates

Agreements, policies, operating procedures, pitch decks, and client-facing documents you can customize and use immediately



Compliance Checklists

Step-by-step checklists for nonprofit setup, LLC formation, IRS filings, grant applications, and governance basics



Guides & Playbooks

In-depth strategy guides organized by founder type, stage, and topic — from funding to visibility to legal protection

How to use the library: Browse by category or founder type. Download what applies to your current stage. Do not try to use everything at once — start with what is most relevant to your top 1-3 goals.

Office Hours, Group Support & Founder Q&A

You will never be left wondering what to do next. The Strategy Counsel provides **structured support sessions** where your real questions get real answers — in a group environment that respects your time and your goals.



Office Hours

Regular scheduled sessions where members can bring questions, share challenges, and receive direct guidance from The Strategy Counsel team



Group Q&A

Monthly Q&A sessions focused on common member questions — great for learning from what others are navigating in their own journey



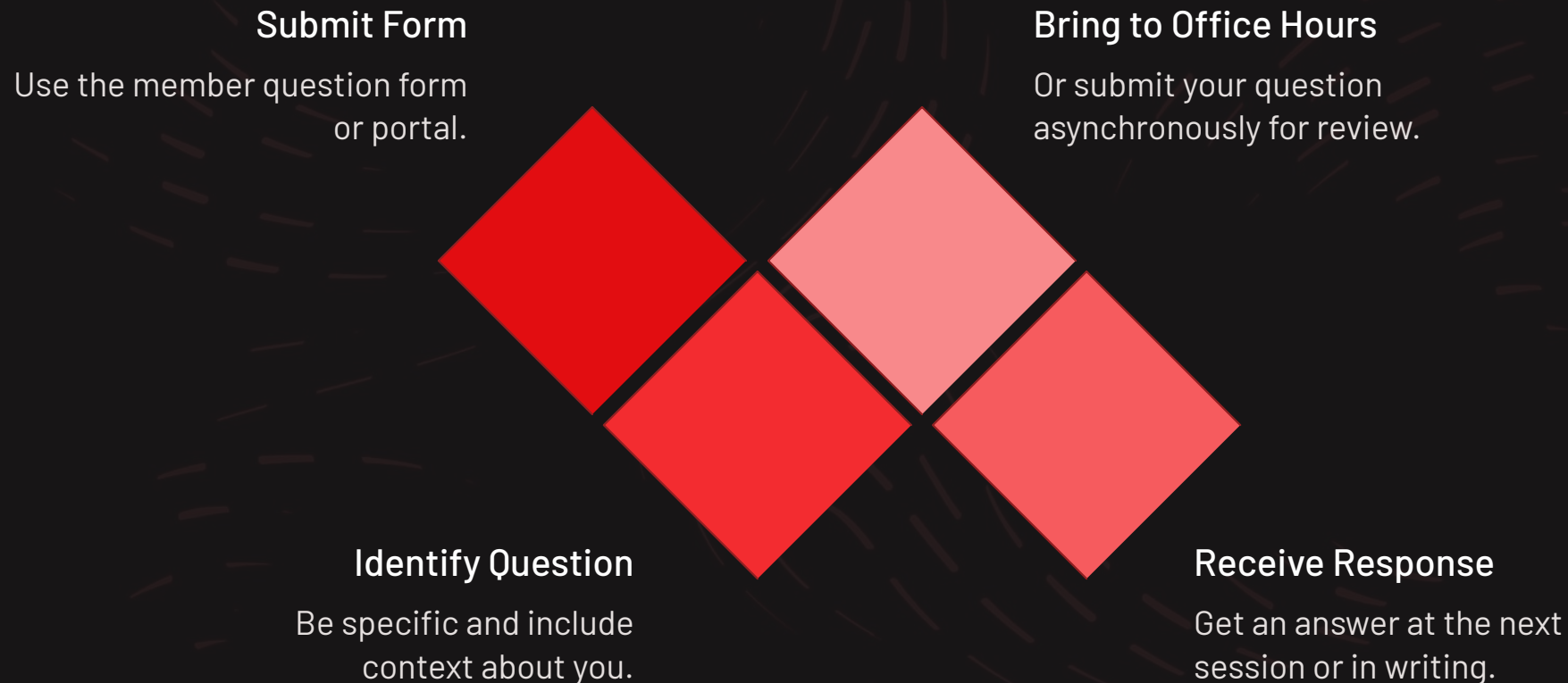
Async Question Submission

Can't attend live? Submit your question in advance and receive a thoughtful written or recorded response at the next available opportunity

The support environment is **collaborative, not competitive**. Every member's question enriches the whole community. You are encouraged to show up, ask, and engage.

How to Submit Questions, Topics, or Needs

Getting support is simple. Here is exactly how to make sure your questions are seen, heard, and answered in the most efficient way possible:



Best Practices for Submitting

- Be specific — share context about your situation
- Submit 24–48 hours before office hours when possible
- Include your founder type and stage for faster guidance

What You Can Submit

- Strategic questions about your business or nonprofit
- Requests for specific templates or resources
- Training topic suggestions for future sessions

What to Do in Your First 7 Days

Your first week inside the Launch Plan sets the tone for everything that follows. Complete these six steps in your **first 7 days** to get grounded, oriented, and ready to make progress:

1

Complete Your Intake Form

Tell us who you are, where you are in your journey, and what you need most right now

2

Review the Membership Roadmap

Get a clear picture of what is available and how it connects to your goals

3

Download Your Starter Templates

Grab the templates most relevant to your founder type and have them ready to use

4

Identify Your Top 1–3 Goals

Write down the 1–3 outcomes you most want to achieve in the next 90 days inside this membership

5

Attend or Replay the Welcome Training

Watch the orientation training to understand how the membership is structured and how to navigate it

6

Submit Your First Question

Do not wait until you have a "perfect" question. Submit what is on your mind right now and let us support you

What to Do in Your First 30 Days

Your first month is about **building momentum, not achieving perfection**. Follow this 30-day success path to establish your rhythm and see real results:



Choose Your Focus Area

Select the one area – funding, visibility, compliance, or operations – that needs the most attention this month



Attend at Least One Training

Commit to attending or replaying at least one full workshop session and completing the companion action guide



Use at Least One Template or Checklist

Apply a real tool to a real challenge in your business or organization – not just read it, but use it



Ask at Least One Question

Participate in office hours or submit a question. The members who get the most value are the ones who ask



Complete One Action Step

Take one concrete action in your business or organization that moves you measurably forward this month

Recommended Starting Path by Founder Type

Not everyone starts in the same place — and that is by design. Here is where we recommend you **begin based on your founder type**:



Business Owner / LLC Founder

Start with: Business structure checklist → Business credit foundation guide → Operating agreement template



Nonprofit Founder

Start with: Nonprofit formation checklist → IRS 501(c)(3) readiness guide → Board governance template



Coach / Consultant / Author

Start with: Service business setup guide → Client agreement template → Visibility & brand positioning worksheet



Ministry Leader

Start with: Religious organization compliance guide → Ministry structure checklist → Donor documentation templates



Creator / Service Provider

Start with: Business identity setup checklist → Intellectual property basics guide → Contractor and client agreement templates

How to Get the Most Out of This Membership

Members who see the greatest results inside the Launch Plan share a few common habits. Here is how to maximize your experience from day one:

Show Up Consistently

Even 30–60 minutes per week compounds into significant progress. Engage with the weekly rhythm regularly

Use the Templates

Every template is ready to customize. Do not reinvent the wheel — adapt what is already built for you

Attend the Trainings

Live attendance is ideal, but replays work too. The key is to watch, take notes, and apply what you learn

Ask Your Questions

There are no bad questions here. Your questions make the community stronger and help everyone learn together

Take Action

Information without implementation produces no results. Every session should lead to at least one next step

Be Patient with the Process

Building something fundable, compliant, and growth-ready takes time. Trust the framework and keep moving

What This Membership Is – and What It Is Not

We want to set you up for success by being **clear and honest** about what this membership is designed to do – and where its boundaries are.

✓ What It IS

- A founder support and education membership
- A strategy and resource community
- Monthly training on high-priority topics
- Access to templates, checklists, and guides
- Group office hours and Q&A support
- Ongoing guidance and accountability
- A structured roadmap for your stage

✗ What It Is NOT

- Unlimited one-on-one legal representation
- A done-for-you filing or service provider
- A substitute for a licensed attorney-client relationship
- A guarantee of funding, approval, or specific outcomes
- A business management or outsourcing service

This is a **strategic support environment**. You bring the vision and commitment – we provide the tools, structure, and guidance to help you build with confidence.

The Member Success Framework

Every successful Launch Plan member follows the same four-part rhythm. This is not just theory — it is the **operating system** for your progress inside this membership.



Learn → Apply → Ask → Improve. Repeat this cycle every month and watch your foundation grow stronger.

Member Success Checklist – Your Next Steps

Here are the most important action items to complete **right now** to activate your membership and set yourself up for a strong start:

Complete These First

- ☐ Complete your founder intake form
- ☐ Review the membership roadmap
- ☐ Download your starter templates
- ☐ Identify your top 1–3 goals for the next 90 days
- ☐ Attend or replay the welcome training
- ☐ Submit your very first question

Build Toward These Next

- ☐ Attend your first live office hours or Q&A session
- ☐ Complete one checklist or apply one template
- ☐ Choose your primary focus area this month
- ☐ Take one concrete action step in your business
- ☐ Connect with the member community
- ☐ Plan your schedule around the weekly rhythm



Small steps, taken consistently, create a stronger foundation. Start with the first item and move forward from there.

Welcome to the Founder Table

You do not have to build this alone. And starting today, you no longer have to.

The Strategy Counsel Launch Plan exists because **every founder deserves access to great strategy, real tools, and consistent support** — not just those with large budgets or big teams. You have taken a meaningful step by joining this community, and we are genuinely honored to be part of your journey.

Your foundation is not built in a single day — it is built in the consistent decisions, actions, and habits you practice week after week. The resources are here. The support is here. The roadmap is here.

Begin with the first step. The rest will follow.

Small steps, taken consistently, create a stronger foundation.

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