

Dear Entrepreneur,

I hope this letter finds you well. As the founder of Second First, I am writing to express the immense value our Exchange Mastermind Group can offer to you and your company through the participation of your Second-In-Command.

Second First Exchange is a curated community of growth-minded Seconds-In-Command to entrepreneurs and founders like yourself. Our aim is to provide a trusted space where COOs can connect, learn, and grow alongside their peers. I understand that investing in professional development opportunities such as ours may require careful consideration of costs, but I assure you that the return on investment in sending your Second-In-Command to Exchange will be substantial.

Below are several reasons why investing in your Second-In-Command's participation in Second First Exchange is a wise business decision:

- 1. Trusted Community of Peers:** Your Second-In-Command will have the opportunity to join a hand-selected group of growth-minded peers who understand the unique challenges and responsibilities of their role. This community will offer invaluable support, insights, and networking opportunities. They will be able to pull from best-in-class companies and implement their learnings into your business.
- 2. Best Practices, Training, & Tools:** Through a workshop format, your Second-In-Command will gain access to best practices, training, and tools derived from the proprietary Second First coaching framework. Previously reserved for our one-on-one coaching clients, these resources can be immediately implemented to drive positive change within your company.
- 3. Solving Real Business Problems:** Exchange fosters collaboration and problem-solving among members. Your Second-In-Command will engage in discussions and projects aimed at addressing real business challenges, such as employee retention, reducing risk, operational efficiency, and revenue growth.
- 4. Business Deep Dives & Benchmarking:** By confidentially analyzing key financial and operational metrics, your Second-In-Command will gain valuable insights into enhancing efficiency, productivity, and profitability within your company.
- 5. Advancing Your Company's Goals:** By empowering your Second-In-Command with the knowledge, skills, and support gained from Second First Exchange, you are investing in the long-term success and growth of your company. Your #2 leader will be better equipped to drive results and contribute to achieving your strategic objectives.

The investment required for your COO's participation in September's Second First Exchange meeting is \$3,400. This includes: 2 nights at a luxury hotel in downtown Nashville, Tennessee, 1.5 days of peer group meetings and high-quality training content, all meals during meeting days, a group dining experience at a nearby restaurant in the electric downtown Nashville, Second First printed workbooks & additional value-add surprises for attendees. Attendees will only be responsible for travel to the hotel in Nashville.

I am confident that this investment will yield a significant return for your company, both in the short and long term.

I kindly request your support in approving the expense for your Second-In-Command to attend our Mastermind Group this September. Should you have any questions or require further information, please visit <https://secondfirst.com/exchange>, or reach out to me directly at megan@secondfirst.com.

Thank you for considering this opportunity to invest in the development of your leadership team. I look forward to the possibility of welcoming your Second-In-Command into our community and supporting their growth journey.

Sincerely,

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