



**PLAN #44– Professional Sports
Representation Office – to
Represent Professional Athletes**



#1.) INTRODUCTION

I want to initiate a Professional Sports Representation Office to represent Professional Athletes – to act as their Agent – for Professional Basketball and Football players in the USA.

- A) I am 43 years old. I presently own and operate an Insurance office in the Allentown, PA area, that specializes in offering Health PLANS and other forms of insurance for small businesses and individuals. I have been working in this niche market of Insurance Sales for the past 14 years.
- B) I work from an upscale office. I have 2 other associates who work with me. I solicit business by offering varied Health insurance PLANS as well as other forms of Insurance.
- C) As stated, I offer additional Insurance coverage (i.e., home, auto, life, etc ...) as my client's needs dictate.
- D) The focus of this newly proposed Professional Sports Representation Office is to specifically target existing professional athletes as well as star collegiate athletes, who are looking to be represented by a 1-stop, honest, family-dominated, Professional Sports Representation Agent/Office.
- E) These 2 target markets: 1.) Existing Professional Athletes, and 2.) Star Collegiate Athletes, (for Basketball and Football) are extremely profitable.
- F) I do not have any Sports Representation experience. I'm an intelligent guy with a total passion for Sports. I have spoken with, understood contracts issued, and have a TEAM of Professionals organized, to offer a unique and total professional representation (Agent) experience.
- G) Specifically, I have brothers and sisters who have played (so did I) major college (Division 1) sports; 1 brother played Pro Basketball, and friends who have played pro football. I have siblings who run accounting firms, siblings/friends that own Financial Services firms, and life-long friends who are attorneys. I've put together a good TEAM.
- H) I'm looking for a Capital Infusion of \$25,000.



#2.) EXPERIENCE AND TIME MANAGEMENT

A.) I have been working in the niche market of Health PLAN Insurance Sales for the past 14 years; I want to initiate this new Professional Sports Representation office as a serious ADD-ON to my present work-desk. Within 18 months, I'd like to transition from my present Insurance business focus to doing Professional Sports Athletes Representation on a Full-Time (24/7/365) basis.

B.) I love Sports...it is my passion. I like business...it's very rewarding. After years of contemplation, and soul-searching, and wondering, I believe I've put together a unique approach – and incredible TEAM – to offer a fabulous Agent Representation business.

C.) I'm looking for an Initial Investment of **\$25,000** .

The specific use of the **\$25,000** is as follows:

• New Laptop for Admin Assistance (AA)	\$ 650
• New Copier for Admin Assistant (AA)	\$ 300
• 3,000 printed 5x8 index (mailer) cards with postage	\$1,400
• Aggressive monthly Pro-Active meeting Costs	\$3,000
• New Admin Assistant (outbound and inbound calling) **\$4,200	
**Salary for 1 st 6 months...\$700/a month	
• New iPhone for Admin Assistant (AA)	\$ 500
• New iPad mini for Admin Assistant (AA)	\$ 500
• New office (other) equipment for (AA)	\$ 650
• New Telephone for Admin Assistant (AA)	\$ 150
• New AC for Admin Assistant (AA)	\$ 300
• New Plantronics wireless headset for AA	\$ 150
• New (2) magic jacks for Gabe & AA	\$ 100
• Miscellaneous and other office supplies & equipment	\$ 500
• Travel	\$3,000
• Handout materials and postage	\$2,500
Total	\$25,000



The specific type of issues for Gabe are:

- **Manager-Coordinator** – Gabe will be the main point of contact for this entire business. The Investor can speak with Gabe at any time regarding any issue. As the **Manager-Coordinator, Gabe's vast** experience and proven success in Insurance Sales, is the one of key aspects of this business. Gabe is in good health and physically capable to run this new business.
- Effectively, as the **Manager-Coordinator**, Gabe is the key communication person for this new business. His ability and energetic approach to everyday issues will make this a success.
- **As the Manager-Coordinator**, Gabe will pay myself – and other members of his TEAM – for every sale. There are so many factors and parameters governing each sale...commissions are large...explanation and charts are necessary to understand.
- The Investor will also be paid aggressively per sale, until the \$25,000 initial infusion is paid in full.
- Thereafter, the Investor will be paid less aggressively, until \$75,000 is paid back. If the Investor chooses to Invest Additional Capital. (In an amount in excess of his initial \$25,000 infusion) Gabe and the Investor will continue the same initial payment structure, per sale If the Investor chooses not to invest more Capital, Gabe then reserves the right to buyout the Investor for \$10,000.
- One of Gabe's main concerns is that this new Sports Representation Business does not interfere adversely with him being able to continue to work his Insurance desk. This is the main reason why he is hiring An Administrative Assistant (AA) to handle 90% of the inbound and outbound calls. This AA, will manage and perform many of the daily activities of the business.
- Gabe is only interested (Target Markets) in representing 1.) Existing Professionals and 2.) Star Collegiate Athletes – in the Basketball and Football USA Professional Markets. He can expand into other Professional Sports at a future date.
- The initial one-on-one meetings with prospects (in-person or online) will be conducted by Gabe. Recorded videos on key topics will be added to the Company Web Site and YouTube, as needed. Gabe will decide when and whom to invite other members of the TEAM to join in conversations and interviews with the prospects...to answer specific questions and concerns from prospective athletes.
- The varied and expansive knowledge of all the TEAM members (i.e. lawyers, CPA's, Financial Planners, etc...) offers a uniquely powerful approach, and allows each potential client the ability to ask any question imaginable.

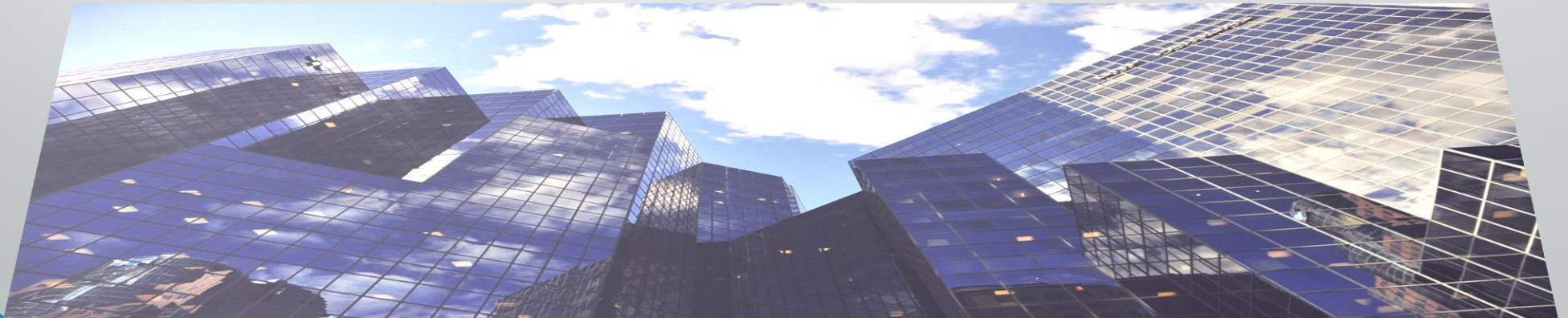


The New Company Name and Information:

- **Company Name:** Professional Sports Reps
- **Ownership %:** 100 % - Gabe & TEAM **
** per sale commission Agreement Investor***
***% ownership changes upon total payback.
- **Office Location:** Allentown, PA
- **Bank:** Embassy Bank

A) Pricing, Margins and Charges - TBD

A) Gabe is 44 years old. He has 14 years of Health PLAN and related Insurance Sales experience. His annual income from this niche market has consistently been above the national average for his type of business. His TEAM members are all of the highest moral standing and extremely successful in their respective fields. This represents a unique opportunity for Gabe and his TEAM – and an Investor – to prosper in this niche market, and to make a sizeable profit from a relatively small initial cash infusion.



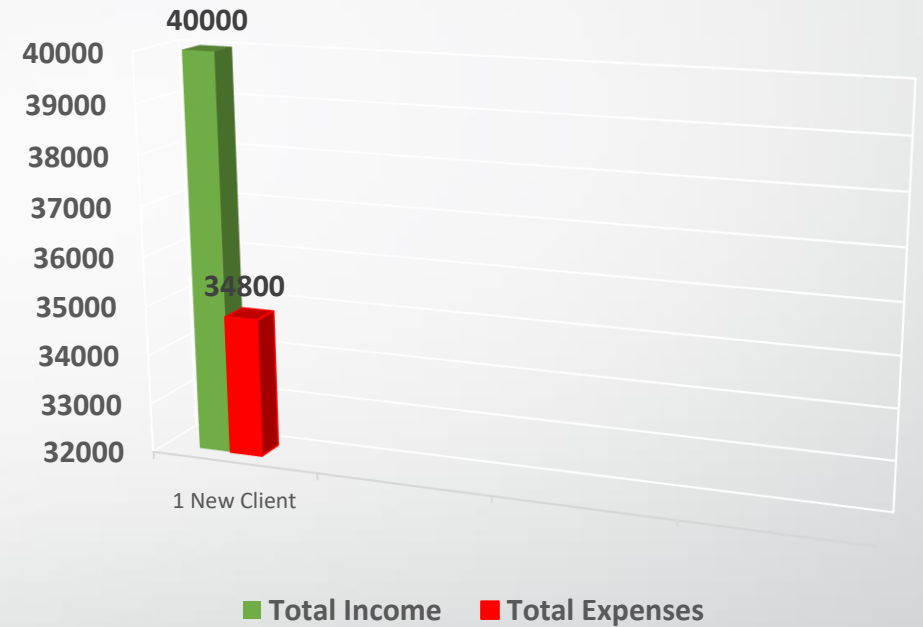
3.) CASH FLOW

Involves the **inflows and outflows** of cash... and that is the focus of this Section. Some aspects of cash flow involve the use of the initial cash investment. Some expenses may be missing from the first year's cash flow and accompanying graphs...We should view the cash flow in this light.

A.) This cash flow analysis involves the cash flow for the new company, Insurance Sales.

B.) Accordingly, a very succinct Monthly 1st year's cash flow is as follows:

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 1 New Client per month (every other month).	\$40,000	(1) \$10,000/per sale payment to the Investor = \$10,000 *	\$10,000
(1) Sale x \$40,000/sale = \$40,000		(1) \$10,000/per sale payment to Gabe = \$4,000	\$10,000
		Pay other TEAM members	\$10,000
		Salary-AA	\$ 700
		Internet	\$ 30
		Advertising and Solicitation	\$ 1,000
		Travel	\$ 2, 250
		Miscellaneous	\$ 750
		Dividend (7%)	\$ 70
Total Monthly Income	\$40,000	Total Monthly Expenses	\$34,800



SUMMARY OF PROJECTION#1: A rough Summary of the monthly Cash Flow is: Cash Inflows (Income) of \$40,000 – Cash Outflows (Expenses) of \$34,800 = **\$5,200 Positive Monthly Cash Inflow(s).**

#4.) CONSTANT STREAM OF CUSTOMERS

Much of this plan needs to focus on how to obtain an initial Prospecting Client base and then a **Constant Stream of Customers**. Here is a list of pro-active prospecting activities that Gabe will need to implement to ensure that he has a **Constant Stream of Customers**.

- a) 35 Proactive calls by the AA each day. Leave messages.
- b) Networking by Gabe: with his TEAM and outside sources.
- c) 75 new postcards to be mailed out each week.
- d) Start a 5 x 8 index card system; transfer daily results into Microsoft data base each day. Managed Gabe.



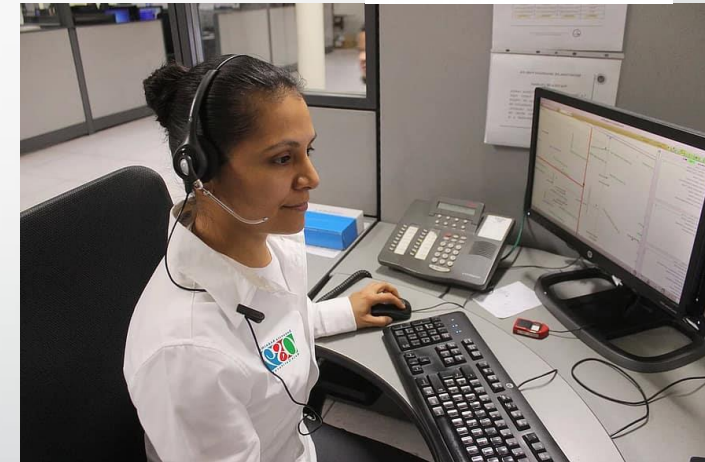
There are **5 specifics things** that Gabe is accountable for each day:

What will he do (specifically)?

- 1) Direct AA to make phone calls.
- 2) Keep score; monitor the pro-active and prospecting calls.
- 3) Solve any problems or concerns ASAP...do not let issues fester.
- 4) Perform all duties related to the company.
- 5) Fill out his daily Executive Book. Keep track of all expenses and income.
- 6) Be the Chief Communication Officer of the company.

When will he do it?

- 1) His hours are from 8:00am to 8:00pm; he will continue to work his personal desk in Insurance. He will support the AA, all leads, Prospect's questions, and any TEAM members. Gabe is the man.
- 2) He is responsible for communicating with the Investor as much as needed.



How will this prospecting work?

- 1) Telephonically, pick up the phone.
- 2) Focus on existent Targets markets.
- 3) Focus on managing the Process.
- 4) Focus on targeting those Athletes and referral sources who respond to him.
- 5) Focus on creating his 'BRAND' as a Premier Sports Rep Agent Office.

Why do it at all?

- 1) Prospecting works.
- 2) Need to keep score. Wishing is not a way to do business
- 3) Other advertising (YouTube online, mass-mailings, etc...) will follow in 1 - 3 months.
- 4) Gabe is the business; its success depends on his initiative and execution.

How much should he call?

- 1) As much is stipulated...can be adjusted.
- 2) Gabe will serve as the communication-hub of the new business.
- 3) It's not a matter of how much he should call, but rather developing a system and follow-up process to ensure that he has a full pipeline of clients/prospects.



5.) DAILY PLAN

A) Daily Plan for Workflow

- 1) An Executive Notebook, which describe a Daily Plan of Action, will be completed daily by Gabe... specifically for this Sports Rep PLAN.
- 2) Daily Plan is not optional.
- 3) Gabe will text AA with the activities of the day.
- 4) AA will be updated daily/weekly by Gabe, using a calendar.
- 5) Reality: AA must be flexible and constantly available for Gabe.
- 6) Gabe must make a concerted effort to constantly look for new marketing strategies...and potential referral sources.
- 7) The 5x7 index card system – which every TEAM will perform – will be automated after 60 days. The 5x7 index card system will continuously be used.

A) Daily Plan for Gabe

- 1) Develop communication processes (i.e. Billing, E-mail, Communication with Clients, Communication with the AA, the TEAM, the Investor, and Prospects (use of Book-Keeping Software, etc..) and must be communicated effectively.
- 2) Review appropriate information with AA and TEAM on a weekly basis.
- 3) Keep Executive Book with you at all times.
- 4) COOPERATE with AA, TEAM, Investor, and Prospects.
- 5) Write things down, don't forget things.

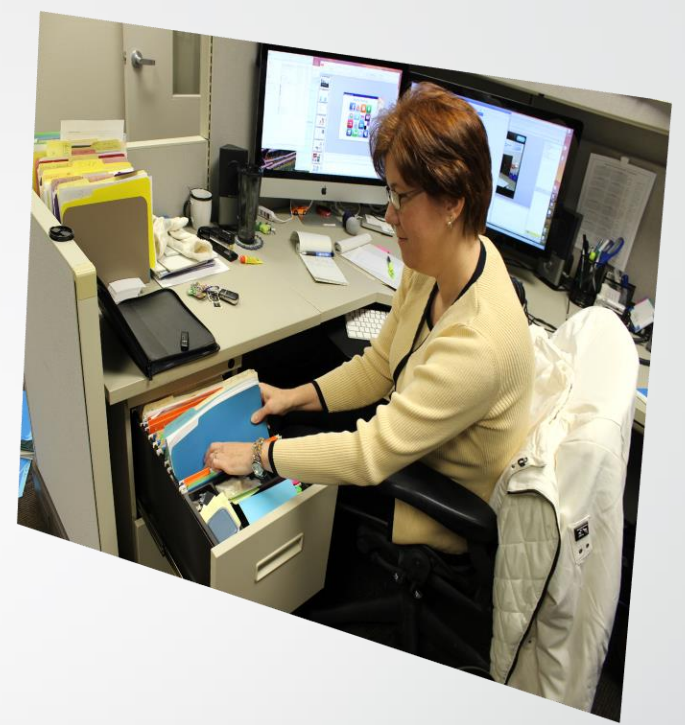


A.) **Daily Plan for TEAM members**

- 1) Cooperate with, and be available for, Gabe...in a timely manner.
- 2) Review appropriate information with the AA, as needed.
- 3) Keep your own separate, specific, Executive Book for this business.
- 4) COOPERATE with Investor, as needed.
- 5) Keep Score of everything you do (i.e. time sheet, hours spent talking with prospects, conversations worth noting for the TEAM, communicating).

D.) **Daily Plan for the AA**

- 1) Incorporate Daily Plan from Gabe...with your schedule.
- 2) Communicate quickly and consistently with TEAM, GABE, Investor, and Prospects.
- 3) Refer any hot lead immediately to Gabe.
- 4) Perform 35 pro-active calls each day; leave a lot of nice messages.
- 5) Develop a Follow Up folder, which supports your own Personal Executive Book.



#6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully-Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

A) Organize your Target Market

- 1) Target existing Pro Athletes and Premier Collegiate Athletes.
- 2) Target Referral Sources (i.e. Coaches, Scouts, etc...) in an organized manner.
- 3) Target (extra) those who respond to your initial Prospecting.

B) Organize your Prospects/Clients

- 1) Understand - the 80-20 Rule.
- 2) Identify – those who respond to you. Know the particular stories and perceived concerns (i.e. not ready, maybe next year, may change current Agent sometime, not the right time, don't know hoe to make the switch over to you, etc...)
- 3) Categorize/Segregate - don't waste your time on time-wasters.

C) Organize your Desk

- 1) Gabe needs to keep AA's and his desk organized. Fill out Executive Book Daily.
- 2) AA and Gabe will handle all BILLING (80% of the billings should be electronically).
- 3) Daily Action Plan needs to be written down each day by Gabe and AA and texted/communicated to each other.



#7.) PERSONAL PREPAREDNESS

A) Are you ready to do this?

- 1) Gabe, the AA, and Gabe's TEAM members need to speak with each other often and evaluate the effectiveness of activities.
- 2) Gabe and AA have sufficient energy to entertain this business.
- 3) Gabe wants to do this business well into his retirement years...and for this to contribute to his retirement income.
- 4) This re-focusing of this additional business will be very profitable for Gabe, TEAM members, and for an Investor.

B) Personal Assessment

- 1) Gabe is 44 years old. His physical and mental health are excellent.
- 2) Gabe is excited to add this new business income stream; and to focus on existing being a Premier Sports Rep Agent.
- 3) There are no personal, business, or other obligations in Gabe's life that will impede him from doing this new business.

C) Compelling Reasons

There are **3 primary things** that Gabe wants from this business.

- 1) An additional monthly revenue source. And to have fun at work.
- 2) To be a Premier Professional Sports Rep Agent (for him and his TEAM) in the USA Professional Sports Rep business.
- 3) To allow Gabe to massively add to his retirement savings.



#8.) PROJECTIONS

I'll present 3 different Projections Scenarios - which are Projections. The 1st Projection is from the CASH FLOW Section of this presentation. The last 2 Projections are changes to the amount of projected business generated ... or jobs completed.

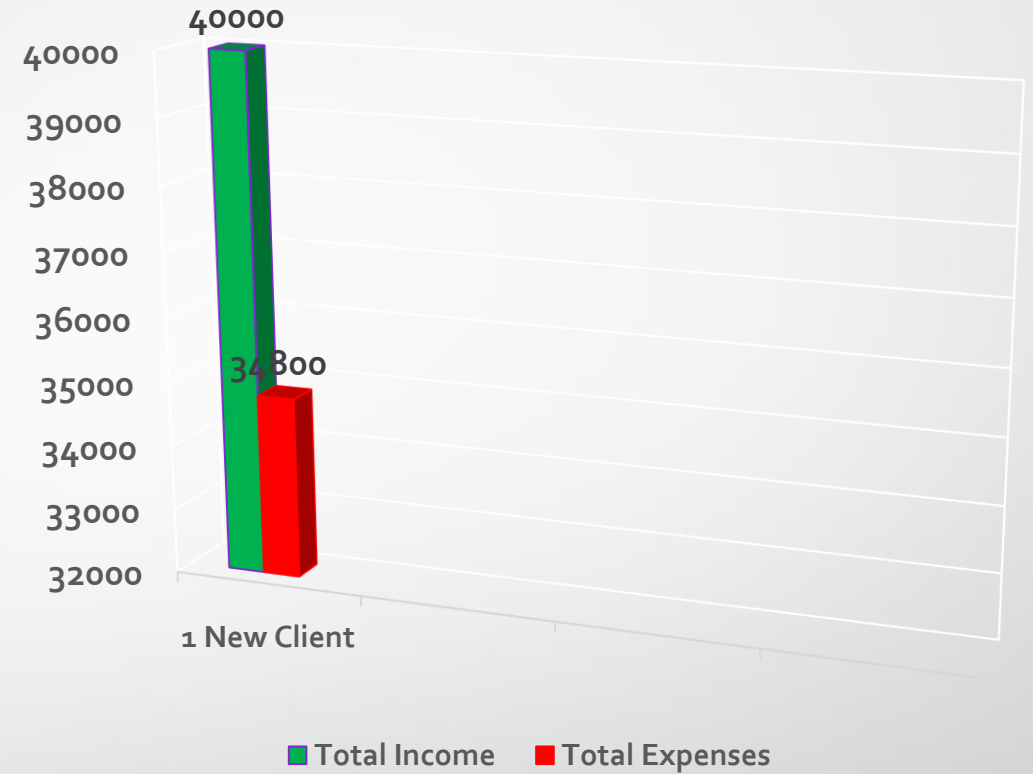
These Projections are simply meant to illustrate the projected revenue from activities. Four additional things to consider:

- 1.) These Projections have nothing to do with Gabe's present business.
- 2.) These Projections can be altered and reconfigured at any time.
- 3.) These Projections involve a 1-time Capital Infusion of \$12,000.
- 4.) These Projections should be reviewed with Gabe and the Investor – against actual revenues – to determine actual expectations, going forward.



PROJECTION: SCENARIO#1

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 1 New Client per month (every other month).	\$40,000	(1) \$10,000/per sale payment to the Investor = \$10,000 *	\$10,000
(1) Sale x \$40,000/sale = \$40,000		(1) \$10,000/per sale payment to Gabe = \$4,000	\$10,000
		Pay other TEAM members	\$10,000
		Salary-AA	\$ 700
		Internet	\$ 30
		Advertising and Solicitation	\$ 1,000
		Travel	\$ 2, 250
		Miscellaneous	\$ 750
		Dividend (7%)	\$ 70
Total Monthly Income	\$40,000	Total Monthly Expenses	\$34,800



SUMMARY OF PROJECTION#1: A rough Summary of the monthly Cash Flow is: Cash Inflows (Income) of \$40,000 – Cash Outflows (Expenses) of \$34,800 = **\$5,200 Positive Monthly Cash Inflow(s).**

PROJECTION: SCENARIO#2:

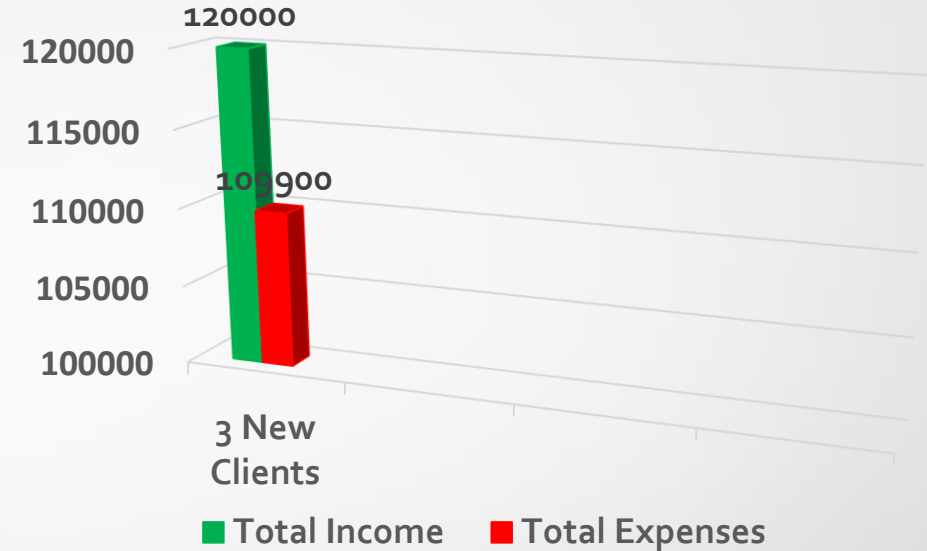
Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 2 New Clients per month, (every other month)	\$80,000	(2) \$10,000/per sale payments to the Investor = \$80,000**	\$20,000
(2) Sales x \$40,000/sale = \$80,000		**every other month, per sale payment reduces to \$5000/ per sale after the initial \$25,000 infusion has been paid in full.	
		(2) \$1,000/per sale payments to Gabe = \$8,000***	\$20,000
		***Gabe will be paid an extra \$5,000 per sale after the Investor has been paid in full.	
		Travel	\$3,000
		Salary Telephone Operator	\$ 850
		Gas/Travel expenses	\$ 1,000
		Advertising and Solicitation	\$ 1,000
		Accounting	\$ 0
		Miscellaneous	\$ 1,750
		Dividend (7%)	\$ 145
		Team Members	\$20,000
Total Monthly Income	\$80,000	Total Monthly Expenses	\$67,745



SUMMARY OF PROJECTION#2: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$80,000 – Cash Outflows (Expenses) of \$67,745 = **\$12,255 Positive Monthly Cash Inflow.**

PROJECTION: SCENARIO#3

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 3 New Clients per month, every other month (3) Sales x \$40,000/sale = \$120,000	\$120,000	(3) \$5,000/per sale payments to the Investor = \$12,000** **this \$1,000 per sale payment reduces to \$5,000/per sale after the initial \$25,000 infusion has been paid in full.	\$15,000
		(3) \$15,000/per sale payments to Gabe = \$45,000*** ***Gabe will now be paid an extra \$5,000 per sale after the Investor has been paid in full.	\$45,000
		Travel	\$7,500
		Salary AA	\$ 1,400
		Food/Office expenses	\$ 2,000
		Advertising and Solicitation	\$ 2,000
		Accounting	\$ 0
		Miscellaneous	\$ 2,000
		Dividend (7%)	\$ 0
		Team Members	\$50,000
Total Monthly Income	\$120,000	Total Monthly Expenses	\$109,900



SUMMARY OF PROJECTION#3: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$120,000 – Cash Outflows (Expenses) of \$109,900 = **\$10,100 Positive Monthly Cash Inflow.**

#9.) CAPITAL INVESTMENT

The Capital Investment breakdown of \$12,000, as previously stated in the Experienced People and Time Management Section#2 of this fully developed PLAN, is as follows:

CAPITAL INVESTMENT

Based on the CASH FLOW AND PROJECTIONS, the CAPITAL INVESTMENT is \$25,000.

• New iPhone for Admin Assistant (AA)	\$ 500
• New iPad mini for Admin Assistant (AA)	\$ 500
• New office (other) equipment for (AA)	\$ 650
• New Telephone for Admin Assistant (AA)	\$ 150
• New AC for Admin Assistant (AA)	\$ 300
• New Plantronics wireless headset for AA	\$ 150
• New (2) magic jacks for Gabe & AA	\$ 100
• Miscellaneous and other office supplies & equipment	\$ 500
• Travel	\$3,000
• Handout materials and postage	\$2,500
• Miscellaneous	\$7,100
Total	\$25,000



A) **Parameters:**

- 1–Time Infusion of \$25,000.
- Targeted infusion to cover specific costs (see above).
- No Collateral required. Investor owns all office equipment (i.e. laptops, copiers, and phones) until payback of \$25.000 is made in full.
- \$25,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

B.) **Payback of Investment**

- **DIVIDEND:** 7% - monthly to Investor, initiates 90 to 120 days after initial infusion, (\$145 per month).
- **Each month:** In addition to the dividend payment, Investor gets paid \$10,000 per sale until \$25,000 amount (amount of total infusion), is paid in full. Thereafter, the Investor is paid \$500 per sale until he is paid \$5,000 pers sale...up to \$75,000.
- **After \$25,000 is paid in full,** Investor is paid \$5,000 per sale. The dividend payment discontinues (is no longer paid) after the \$25,000 infusion is paid back.
- **Gabe is initially paid \$10,000 per sale.** After Investor has been paid back \$25,000 Initial Infusion, Gabe will be paid \$15,000 per sale.
- **After initial investment has been paid in full,** Gabe reserves the right to utilize any excess profits as he deems appropriate.
- **Gabe reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL,** to buy out Investor. (\$10,000 payment).
- **Gabe retains 100% ownership** of the Professional Sports Representation office after the Initial \$25,000 Infusion has been paid in full.



#10.) EXECUTION OF THE PLAN

EXECUTION OF THE PLAN (PLAN #44)
PLAN FOR PROFESSIONAL SPORTS
REPRESENTATION OFFICE (AGENT)
TERM SHEET

CAPITAL INFUSION: \$25,000

ENTITY: Business to be operated under Newly Formed LLC.

OWNERSHIP: Percentage of ownership is based-upon the per sale payment to the Investor and Gabe. Gabe owns 100% of the Professional Sale Rep office. For LLC purposes, ownership % will be determined by the Accountant. Payment to the Investor is determined by a per sale Agreement.

PAY-BACK: Investor is paid \$1450 per month (considered as a dividend) until \$25,000 infusion is paid back in full. The Investor will also be paid \$10,000 per sale, until the \$25,000 initial infusion is paid in full. Thereafter, the Investor will be paid \$5,000 per sale, until he/she receives \$75,000. At that time, if the Investor chooses to Invest additional Capital (in an amount in excess of his initial \$25,000 infusion) Gabe and the Investor will re-continue the same initial payment structure. If the Investor chooses not to invest more Capital, Gabe reserves the right to buyout the Investor for \$10,000. For LLC purposes, Gabe owns 100% of the business.

DIVIDEND: 7% dividend payable monthly to Investor, 90 to 120 days after Initial Infusion (\$145 per month).

GABE PAY: Gabe is paid \$10,000 per sale. After the Initial \$25,000 Infusion is paid in full, Gabe is paid \$15,000 per sale.

ONGOING: After initial investment has been paid in full, Gabe reserves the right to utilize any excess profits as he deems appropriate.

Gabe reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buyout Investor (based on \$75,000 total payment to the Investor ... for \$10,000).

COLLATERAL: There is no collateral. The office equipment (laptops, phones, copiers) is understood to be the property of the Investor until the \$25,000 Initial Infusion is paid in full.

- COVENANTS:**
- a.) Gabe and the Investor speak once a week, or as needed.
 - b.) Gabe reserves the right for acceptance/refusal when/if the Investor wants to sell his share and/or increase his Income-stream OR make an additional infusion of Capital, as warranted.
 - c.) Gabe manages the everyday activities of the company.
 - d.) Investor may interface with Gabe, or prospects, or TEAM members at any time.
 - e.) TEAM members are paid for bill-able time – and rewarded/paid on each sale (generously), as agreed upon with Gabe.

- PARAMETERS:**
- a.) 1-Time Infusion of \$25,000.
 - b.) Targeted infusion to cover specific costs (see list of targeted costs to be covered by the Initial Infusion stipulated in Section #9 – CAPITAL INVESTMENT, of this fully Developed Plan).
 - c.) \$25,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: _____

DATE: _____

Gabe Lisicky
DBA – USA Pro Sports Rep Agency

(Investor)