Please note that if you prepare these documents and make your pitches to prospective investors in the wrong way, you can go to jail. Yes – real jail, with real bars at the doors and windows, and real convict status.

Now that I have your attention, the jail time probably won't happen if it is your first offense, but it has happened before, even for first offenders. Even if you don't go to jail, there are very, very onerous penalties for doing things the wrong way, and for doing things in not exactly the right way. Even technical violations can get you in deep water and other liquids, even when you have the very best intentions and are committed to doing it the right way.

If you're going to raise money, you will need an attorney, preferably an experienced securities and corporate attorney. I am not an attorney. I am not an accountant. I am an MBA, and I am strictly a business advisor and coach. All my advice and recommendations are strictly from a general business perspective and I strongly advise you to hire competent professionals for all your legal, tax, and accounting questions.

As you go through this course, you may find it's a little overwhelming since we'll be covering so much information so quickly. If you need help with your business strategies and tactics so that you know how to comprehensively develop your business model and your business plan, please check out my [redacted], at [redacted]. It may be exactly the level of support you need to accelerate your vision and your goals.

If you'd like general start up mentoring and consulting, please email me. There is a very limited number of slots available for this kind of individualized service, and slots may or may not be currently available. If you'd like to benefit from this unique and valuable service, just email me to let me know your needs and timetable, and I'll respond with my availability. My email address is [redacted].

Okay; let's talk about [redacted], since that company is what all the documents are based on. It's my company, a real company with a real business plan. There was a real offering that I started and stopped, even after raising part of the money. So why did I give back the funding and stop the offering? One of 'Robert's Rules of Order' is the role of three focal points. Over many, many years, I've learned, sometimes the hard way, that most folks can only have three major focal points in their life. Most companies can only have three major focal points in their business. Virtually every time I've tried to do more than three, I've seen dragons galore. Virtually every time my multitude of clients has tried it, they've seen dragons galore. When there are dragons galore, it usually means that at least one dragon wins, and something perishes: one or more of your companies, one or more of your great ideas, one or more of your relationships.

Comment [MM1]: I'd probably put in a little aside here, explaining exactly what these are.

Yes, one of your three focal points should most probably be your personal life. For me, my personal life with my darling wife is my number one priority. Period. For me, that is the decision I made, that is right for me. You may have a different perspective, depending on your own age, history, and circumstances. Make the decision that's right for *you*.

As I've said, for me, and just about every CEO I've known and every company that I've been involved with, the rule of three focal points seems almost axiomatic. For me, [redacted] was going to be number four. I forgot my own rule, because I loved the idea of that business so much, for a whole lot of reasons.

Being an entrepreneur can be very intoxicating. If you're taking this course, you're probably an entrepreneur too and you know exactly what I mean. If you are already a serial entrepreneur like I've been for the past 30 years, this gets into your blood, and you get to a point where you just love starting new companies. For me it's always exhilarating. The same is true with [redacted]. I loved the concept and what the business plan was showing me was a great opportunity, but I forgot my own 'five years from today' goals.

We live in [redacted] Florida. I live 100 yards, from the shore of the Gulf of Mexico. We have another home on a mountaintop in [redacted], Tennessee, overlooking a majestic, unblemished view of the great Smokey Mountains National Park. We love our lifestyle; we love it. We love living in Florida, at least until the ice shelves of Greenland and Antarctica melt. My lovely wife [redacted] reminded me that after having hundreds of folks work for me with my prior companies, I had committed a long time ago, that I wanted no more employees. She also reminded me that my plan for Photographic required several direct employees, plus a whole bunch of virtual employees, who would require managing. As usual, she was right. I looked at the other three major focal points, including my great marriage, and decided that my two other businesses were a much better match to what I really wanted most in my own, 'five years from today' plan. As a result, I gave back the investor funding I had received up to that point, and refocused my attention on my own three focal points.

The good news for you is that you now have access to a dozen real-life integrated documents that will give you concrete examples of how best to design and complete your own document base. These kinds of documents are usually highly confidential, and unavailable to most people to be used as a guide for their own company. You get that benefit with [redacted].

What about you and your own top three priorities? Are you sure your new company should be one of them? Is your new company really congruent with your own 'five years from today' plan? The answers to those questions might be worth a quality two minutes of introspection just to be sure before you head down this path for the next five years of your life.

Take five seconds to think about it.

...

Okay; I gave you five seconds to think about it. If you're still not sure about it, there's an audio course at that I offer on my website called '[redacted]' that you might want to go get, so you know what the typical day in your own life will look like in five years. You really do need some clarity on that before you start a new company.