

FUCK BROKE

ONLINE TRAINING



THE DIFFERENCE

With a keen eye for creativity & an undeniable talent for captivating some of the world's most beautiful places through both videos & photos, Live Rich Media showcases these sought-after locations to the world through the eyes of social media.

By incorporating a brand &/or person into potentially 'viral' videos, Live Rich Media co-brands into the parallel sectors of luxury travel & lifestyle, portraying measures of success through a pristine, high quality of life.

By stimulating the 'wanderlust' energy combined with motivational & business-oriented content to millions of followers, Live Rich Media fuses these concept to peak the interest of brands &/or person(s) involved covering a large segment of relevant audiences.



INITIAL INVESTMENT \$200,000

Book "Fuck Broke, Lets get Rich" will be a loss leader with any profits going to charity. We are building a training program for investors and entrepreneur's to get full training needed to progress in life. All video training will be 8-10 hours in length with handout.

The Structure is set up as follows

- Foundation (Mindset, Budgeting, Planning your financial Goals)
- Ways to make money
- Careers and Branding
- Ways to Invest Money

FOUNDATION

There are four areas in foundation. It is centered around grounding yourself so that when you start making money.



There is no sense in making money if you are just going to blow everything you make. That will just keep you broke. If you don't know how much money a month you save, you need to take the budgeting course.



If you know what you want in life and what you need but don't know the steps to take, you need the mindset course. Planning your financial goals set you up for figuring how much money you need in the future and what sort of investments you need to make to set yourself up to accomplish them.



We will push via my instagram page @thepropertyowl. Currently \$50K followers with good engagement.

WAYS TO MAKE MONEY

Before you can invest money, you need to first make it. This is a group of courses designed to teach you from nothing to becoming proficient. Each one is taught by someone who has started from nothing and made millions in that sector.



CAREER AND BRANDING

This is for individuals who are looking for careers that can make them money to invest in the future, where compensation grows with increased output. We have top people from the field teaching how they went from nothing to millions. It's a step by step blueprint. This is a long game for most to make money.



WAYS TO INVEST

When you have money this is the section for you. It is teaching you how to invest your money where you can make generational income. The real estate section breaks down exactly what you need to do to build a portfolio of property and the stock section is geared around selecting stocks / companies that are undervalued today and can be purchased for the long term. This is the generational wealth section. Help make sure that the money you made is secured for the long term.



Phase 1

Book
Real Estate Course
Realtor Course
Investment \$200,000

The 200K is going towards a social media marketing campaign to get as many eyes a possible to view our adds. We have teamed up with the team that has managed Tai Lopen (online training), Dan BRillzarian (canibus) , and Sommer Ray (active wear / training).

TARGET SALES FEB MARCH

Book	20,000 copies
Real Estate Course	2500 units
Realtor Course	1000 units
Revenues	\$200,000
Book	\$200,000
RE Course	\$1,250,000
Realtor Course	\$500,000 (60/40 split) – net \$300,000
Phase 1 Revenues	\$1,750,000
Phase 1 Profit	\$1,550,000
Est profit after tax	\$1.2 million
Cash taken out	\$600,000
Cash re-invested	\$600,000

Phase 2

Release balance of courses June 1st

COST FOR ADDS

Cost	\$130,000
Staff	\$100,000
Social Media campaign for Fuck Broke Training	\$370,000
Total Cost	\$600,000

It is estimated that the social media campaign will bring up to 500,000 followers and we anticipate to sell to 1% of them.

SUMMARY

Revenue	\$3.7 million
Profit	\$3.1 Million
Profit after tax	\$2.3 Million
Cash out	\$1.3 million
Cash for phase 3	\$1,000,000

Course	price	units	P.O.	Teacher	Development Cost	Profits	PO Profits	Teacher Profit
--------	-------	-------	------	---------	------------------	---------	------------	----------------



Module 1 Foundation

Mindset	\$200.00	200	60%	40%	-	\$40,000.00	\$24,000.00	\$15,000.00
Budgeting	\$200.00	200	100%	0%	-	\$40,000.00	\$40,000.00	-
Planning your financial goals	\$200.00	200	100%	0%	-	\$40,000.00	\$40,000.00	-
All	\$475.00	200	70%	30%	\$30,000	\$65,000.00	\$45,500.00	\$19,500.00

Course	price	units	P.O.	Teacher	Development Cost	Profits	PO Profits	Teacher Profit
--------	-------	-------	------	---------	------------------	---------	------------	----------------



Module 2 Making Money

Forex	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Online Selling (amazon / shopify)	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Buying a Franchise	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Buying an operating Company	\$500.00	\$500.00	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Raising Capital	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Flipping Houses - ??	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
All 6 - \$1999	\$1,999.00	240	60%	40%	\$60,000	\$419,760.00	\$251,856.00	\$191,904.00



Module 3 Careers and Branding

Realtor	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Social Media Marketing	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Broker	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Building your Brand online	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
All 4 - \$1499	\$1,499.00	160	60%	40%	\$40,000	\$199,840.00	\$119,904.00	\$95,936.00



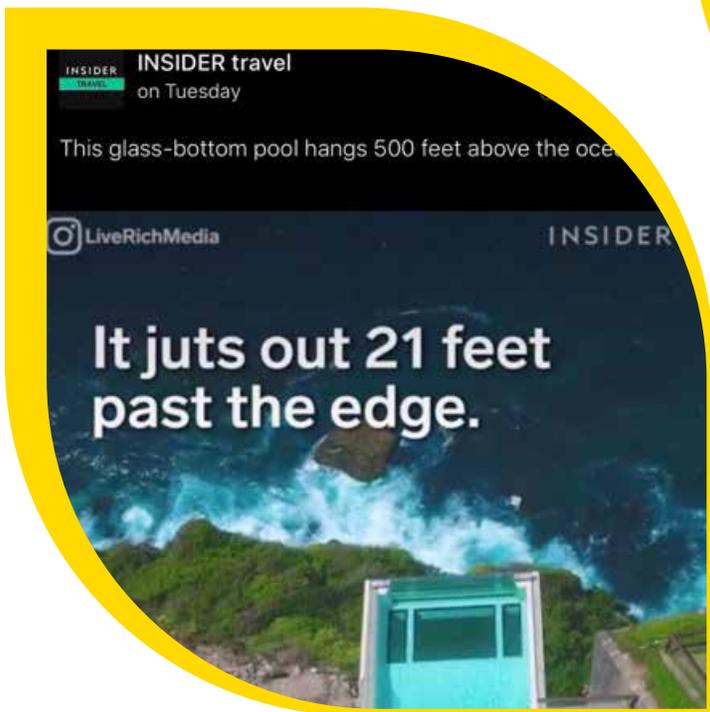
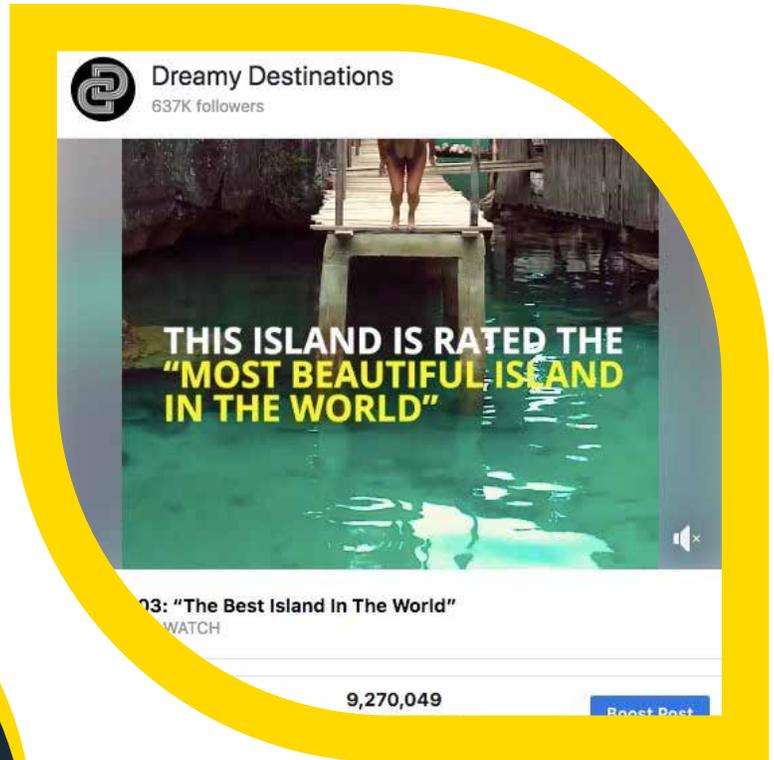
Module 4 Ways to invest money

Real Estate	\$500.00	200	100%	0%		\$100,000.00	\$100,000.00	-
Stock Market	\$500.00	200	60%	40%		\$100,000.00	\$60,000.00	\$40,000.00
Both \$750	\$750.00	80	60%	40%	\$20,000	\$40,000.00	\$24,000.00	\$24,000.00
All 4 Modules	\$3,999.00	1000	60%	40%		\$3,999,000.00	\$2,399,400.00	\$1,599,600.00
Total		4680					\$3,704,660.00	\$2,386,940.00

Phase 3

Goal 1 million followers,
10,000 courses sold,
estimated profit
\$9,000,000

REPOSTS: OTHER MEDIA OUTLETS & ACCOUNTS



MOST
RECENT

Grand opening of the Conrad Maldives
Rangali Island: the world's first
underground residences!

Partnered with one of the most affluent
travel accounts on social media @earthpix.

Views: 2.5 Million
Comments: 13K+



SOCIAL MEDIA SUCCESS STORIES



garyvee

3,945 posts

4 followers

Message

Gary Vay-Ner-Chuk ✓

Entrepreneur

Investor Facebook, Snap, Venmo & U
CEO of @VaynerMedia & @VaynerS
Check out @one37pm a site I lau
If You drink wine pls support
athywines.com/



andyfrisella



1,132 posts

1.1M followers

Message

Andy Frisella ✓

Entrepreneur | Author | Cars & 🍷
MFCEO Project Podcast 🎙️ 🔥
BUSINESS PODCAST ON EARTH
@1stPhorm

Entrepreneur of the Year

NOT FOR EVERYONE 🔥

...le.com/us/podcast/the-mfceo-projec
...2mt



timos



4,342 posts

1 follower

Message

Timothy Sykes ✓

turned \$12k into \$5 million while t
now teach and am looking for mor
nts and I'm also co-founder o
smc

DELIVERABLES SUMMARY



CONTENT CREATION

Approximately 60k

- Live Rich Media creates compelling content with the latest production equipment & editing, We are skilled at positioning a brand/persona that influences & appeals to the masses.



CONTENT DISTRIBUTION

Approximately 25k

- Live Rich Media will distribute awareness content to 10's of millions of followers via generic handles such as @female, @luxurylivings, @fitness, @vacations, @earthpix & similar accounts to expand the social reach at a discounted industry rate.



INFLUENCER RELATIONS

Approximately 25k

- Onboard multiple influencers with a mix of followings to post photos & videos on their social platforms.
- Live Rich Media will manage deliverables directly with influencers at a discounted industry rate.



SPONSORED ADS & CONTESTS

Approximately 40k

- Geo-targeted sponsored ads will be ran to further the reach via Instagram, Facebook & Google. Facebook & Instagram Ads are targeted to specific groups based on algorithms. It takes the right person to know how to run an efficient & results-driven Facebook/Instagram Ad campaign. We will use clips of the produced content & influencer curated content to power the imagery behind the ads.
- Contests for giveaways & prizes for added interest & engagement.



REPORTING

- End of campaign report submitted that showcase screenshots & metrics of the overall reach, views & engagement.

CONTENT CREATION

- Interviews
- Travel / Real Estate / Aerial
- Shock & Awe
- Entrepreneurship & Business Tips
- Influencer Stories
- Celebrity Sightings

Live Rich Media is highly experienced in producing some of the best content for social media campaigns, specializing in visual appearance & a strong message.



**Included in the content package is concept, design, camera rentals, lighting, story boards, production, & editing.*

Our goal is to showcase Kosi Stobbs' brand & persona reflecting amazing places & events with influential brands &/or people, while incorporating entrepreneurial savviness for others to gain interest & attract followers.

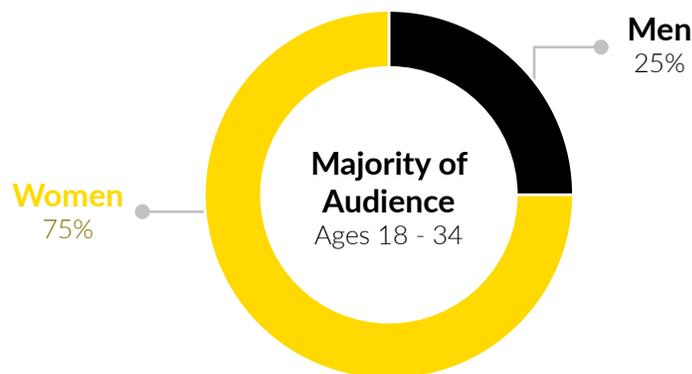
Creative Content Development & Production:
approximately \$60k



CONTENT DISTRIBUTION

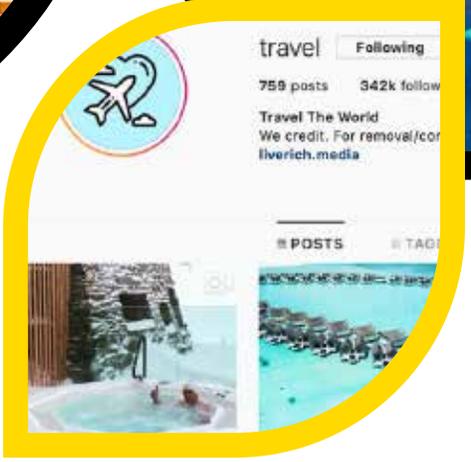
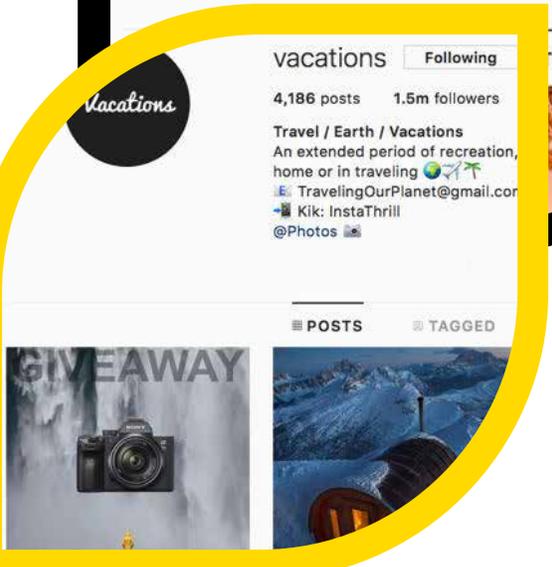
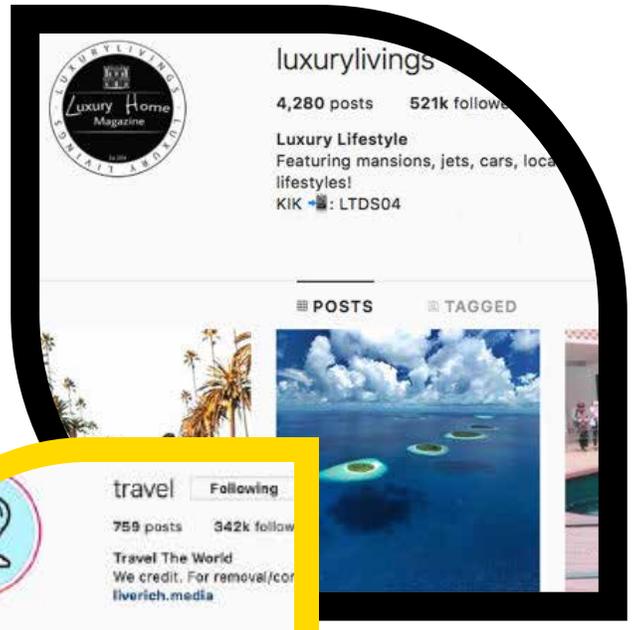
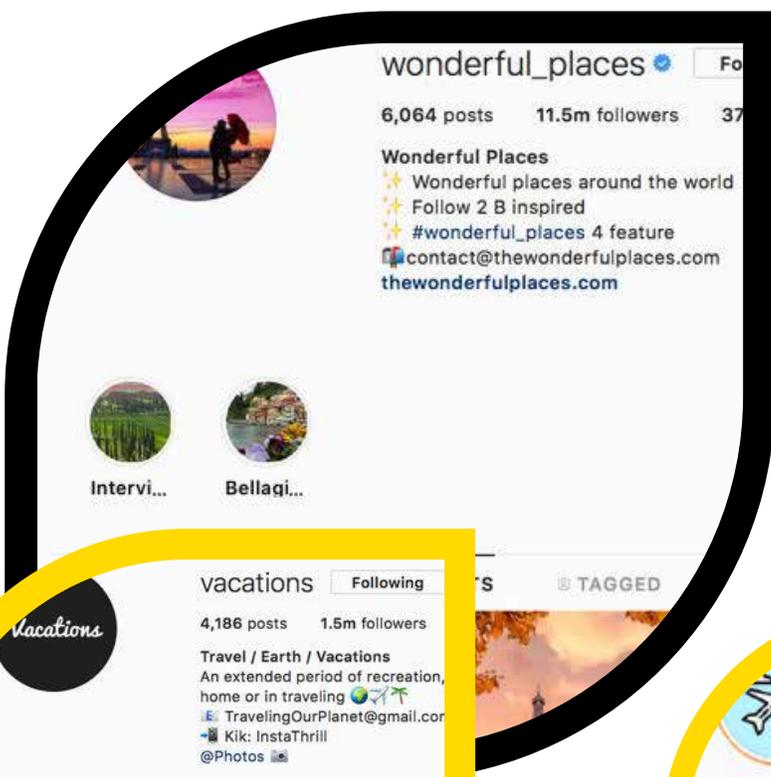
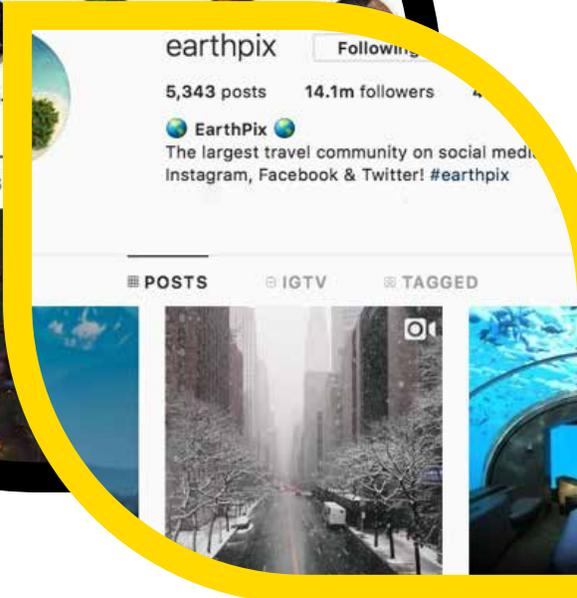
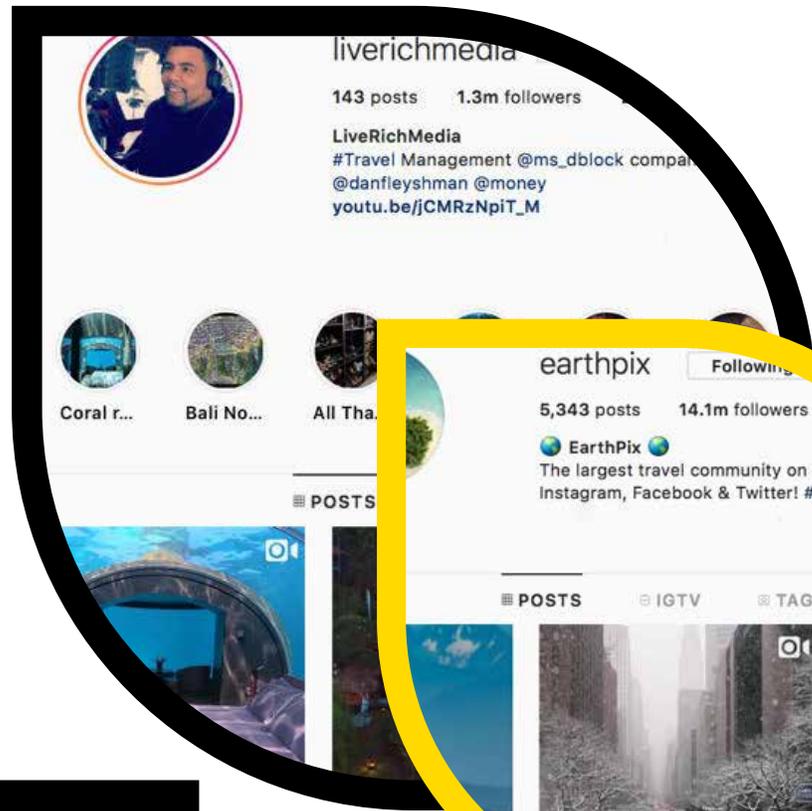
LiveRich Media has an extensive reach with millions of followers from accounts owned by both our media group as well as strategic partnerships.

	FOLLOWERS	FEMALE / MALE	PRIME AGE GROUP	TOP COUNTRY
@liverichmedia	1,300,000	78 / 22	18-34	US
@travel	342,000	60 / 40	18-34	US
@hotels	172,000	60 / 40	18-34	US
@female	1,600,000	82 / 18	18-34	US
@beauty	264,000	90 / 10	18-34	US
@luxurylivings	522,000	41 / 59	18-34	US
@weddings	450,000	91 / 9	18-34	US
@fitness	1,000,000	75 / 25	18-34	US
@vacations	1,500,000	60 / 40	18-34	US
@earthpix	14,000,000	56 / 44	18-44	US
@wonderful_places	11,400,000	56 / 44	24-44	US
SUM:	32,550,000	75 / 25	18-34	US



On left: Partial summary of owned accounts & strategic partnerships

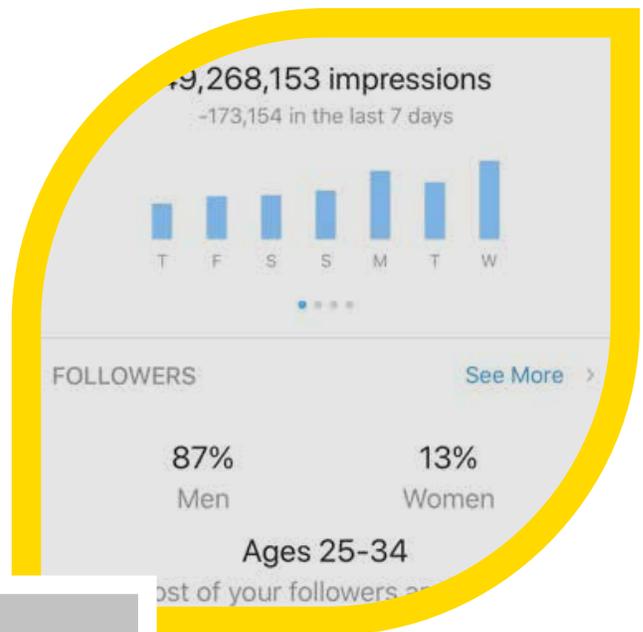
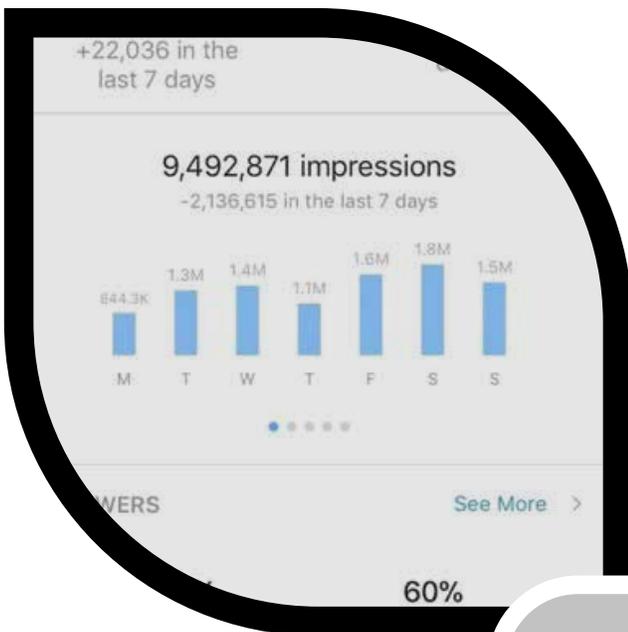
SAMPLE INSTAGRAM ACCOUNTS



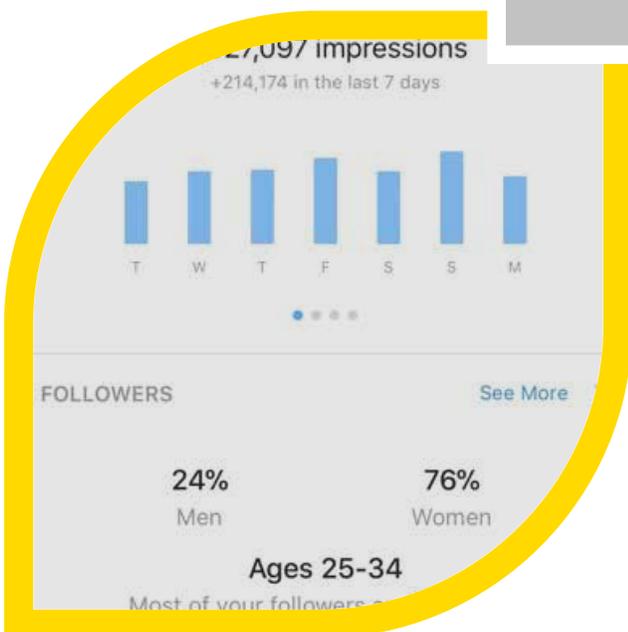
CONTENT DISTRIBUTION

- Includes a mix of account posts & stories.
- Influencer will post a mix of the production videos/assets & influencerproduced content with a SWIPE UP call to action. Users are taken to the designated site or profile dictated by client on how to get more information.

Content Distribution Budget: Approximately \$25k



Examples of account statistics:

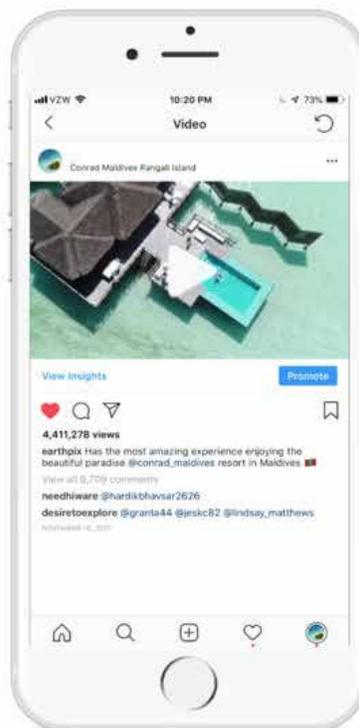


PLACEMENT OPTIONS

PHOTO POST



VIDEO POST



IG STORY



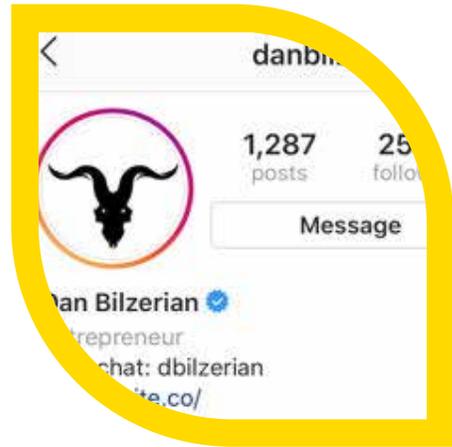
**options may include posts from LiveRich Media, our partners, models, influencers, brands & more*

INFLUENCER RELATIONS

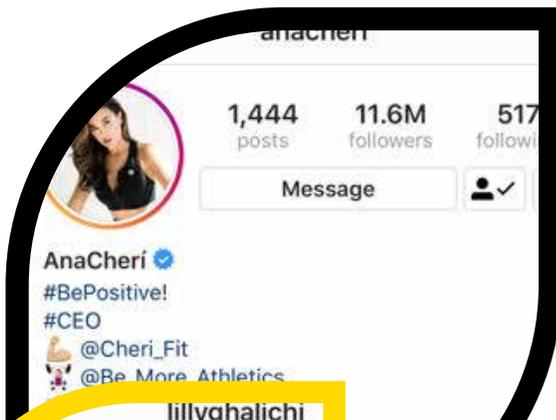
Below is an example of what pages could be utilized for this campaign.

Note that not all influencers or generic pages have guaranteed availability.

Influencer Relations Budget: Approximately \$25k



INFLUENCER	FOLLOWERS
@danbilzerian	24,900,000
@tailopez	2,700,000
@anacheri	11,500,000
@sommerray	19,200,000
@lillyghalichi	3,000,000
@lindseypelas	7,900,000



SPONSORED ADS & CONTESTS

A geo-targeted social media campaign will be blasted out using a combination of all content produced, via in house production team &/or influencer. By implementing an ad spend campaign, we can reach more people across the board through both social media & searched web traffic.

Sponsored Ads & Contests Budget: Approximately \$40k



BRANDS WE'VE
WORKED WITH
& MORE!



CONTACT INFORMATION



jay@liverich.media
cole@liverich.media



[@liverichmedia](https://www.instagram.com/liverichmedia)

"A person who says it cannot be done should not interrupt the man doing it."