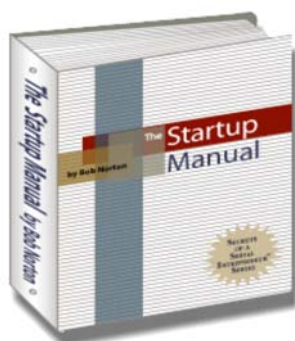




THE STARTUP MANUAL



**Think You'd Never Get An Opportunity to Be
Guided and Coached By A CEO Who Has
Launched 8 Startups, Grown Two To Over \$100
Million in Sales & Raised Over \$40 Million in
Investor Financing?**

Well, Think Again!

**Now You Can – Risk Free -- With The Most
Comprehensive Startup and Small Business
Business Resource On The Market Today for
Planning and Launching Early-stage Companies and
New Products**

**The Start Up Manual:
Hundreds of Secrets and Systems For Business
Success From a Serial Entrepreneur Who Has Been
a CEO Since 1989**

You can learn to avoid the most common mistakes that kill
and limit companies and get a roadmap for the critical
processes to increase your chance of success.

"Even though I sold a large Inc. 500 company before, this gave me the models I
needed to just drop things into place and greatly improve and speed up my business
development process."

-- **Susan Chandler-Duquette, CEO DEI Business Consulting**

Dear Entrepreneur or CEO,

Entrepreneurs who "know it all" already need not go further into this letter, because it's not for them. Neither is it for those who are totally "satisfied" with their present positions, and the progress they have made in their business. As Socrates said: "It is the wise man who knows what he does not know".

I'm looking for the people who know we are all always on a learning curve for life and need to be

constantly learning from others who have already been where we are going. Doers... CEO's who have a burning desire to make a profound difference in their industry and society with their product or service by growing a significant company that will have a real impact, and also make them wealthy along the way.

A CEO who has a vision of where they want their startup business to go --- BUT still has a healthy enough ego to ask for guidance from someone who's been on the battle field of business, has taken his hits—but still went on to victory. Someone who knows that in this ever increasingly complex world you need more help from others than ever before to build a company.

If that's you, then I'm here to present to you the most complete one-of-a-kind resource found on the market today to help you design, launch and grow your business for TOTAL success. This 250 page, 5.5 pound reference manual plus CD of business tools and model that you'll use over and over again and keep as a desk reference for the rest of your business for career.

Who Is This CEO And Why Should I Listen To Him?



I'm Bob Norton, the author of four books on entrepreneurship and The CEO Boot Camp plus many audio and [video training](#) programs for CEO's and entrepreneurs. I have been a full-time CEO since 1989. Twenty three years as a serial entrepreneur has made me an authority on startups, entrepreneurship, intrapreneurship, product development and growing companies rapidly. Few people have as much experience making startups profitable from the ground up with minimum capital and risk.

I've Created Over \$1 Billion In Shareholder Value So Far

And now I want to pass my experience onto you at a small fraction of the cost that both startups and major corporations pay me to consult with them.

I've worked for such companies as The International Thomson Organization, FIRST CALL, Grumman Aerospace as well as many other companies of all shapes and sizes. Perhaps you've seen me on CNBC, Good Morning America or read about me in INC. magazine.

I'm a specialist who consults – and is paid rather handsomely --- to coach CEO's and train entire management team to help them grow their business. Many entrepreneurs do not know how to "shift gears" and evolve their management style so their company grows faster and smoother. As you move from raw entrepreneurship to professional management there are many things that must change to [continue](#) growth. What works at \$11MM in revenue does not work at \$10MM or \$50MM in sales. I also [coach and mentor](#) both new entrepreneurs and very experienced CEO's every week.

In a nutshell: I'm the CEO CEO's contact when they are struggling with new territory or the "you know what hits the fan." I tell you this... NOT to impress you... but to impress upon you that I do know what I'm talking about... but more importantly how I can help mentor you to build your business faster and with less capital and risk, and help take your company to the next level.

And make no mistake: ***Success in Today's Competitive Business World Doesn't Come Easily! You Absolutely Need To Leverage The Working Knowledge of Others That Have "Done It Before" more than ever before.***

And that's what I do. As part of our business at C-Level Enterprises, Inc. I mentor and advise entrepreneurs and CEO's on early-stage business model design and optimization through one-on-one consulting, seminars like our CEO & Entrepreneur Boot Camp and products like ***The Startup Manual***.

"You have done an incredible job putting this manual together. I finished putting my operating plan together yesterday thanks to your manual and I am amazed at the clarity it brings to the table. I realized I already had 99% in my mind and on the business plan, but laying it out on an functional format makes a hell of a difference on how to convert all the information sitting in my brain and on the business plan to a tactical format and how I can communicate this massive amount of information to my key executives.. I believe it converts thoughts and ideas into concrete doable tasks and tactical functions that can easily be deployed. Kudos for a great product!"

-- Jackie Burgoa, President and CEO, Strategic Planning Associates, Inc.

Size Doesn't Matter When It Comes To Startups – Here's Why!

Let's look at the 5 different levels of developing companies:

1. **"Startup"** from raw concept of idea to first revenue, 0-50 employees
2. **"Early-stage"** or "early Revenue" – To \$5 million in revenues and 5 to 100 employees
3. **"Established"** \$500K to \$20 million, 20 to 100 employees
4. **"Expansion/Growth"** \$1 million to \$1 billion, 100 to 1,000 employees
5. **"Mature"** \$1 billion and up, or over 1,000 employees

These enterprises all have something in common. They all began as STARTUP BUSINESSES.

Microsoft, Dell, Sun, Oracle, Apple, didn't just appear out of nowhere, right? Yes, these companies came from humble beginnings, but they went onto to dominate their industries **because they used a proven formula you will learn in The Startup Manual.**

You see, I designed ***The Startup Manual***, to help entrepreneurs and CEO's like yourself to succeed in two ways.

First by avoiding the most common mistakes entrepreneurs make in early-stage companies, and *second* by giving them a framework to design and optimize their businesses. I've successfully developed and improved this system over the last 15 years as a full-time CEO of four different companies.

Let me ask you something right now:

Would You Go On A Jungle Safari Without A Guide? Would You Fly a Plane for the First Time Alone Without Instruction? Then Why Would You Launch A Business Venture Alone When You Don't Have To?!

Many businesses fail because founders think they know more than they actually do. It is tough to "know what you don't know". Unfortunately you tend to discover these things way too late to do anything about them. Sometimes they are fatal mistakes.

So wouldn't you rather let a CEO with 24 years of in-the-trenches real life experience – who's put it all together for you in an easy-to-work-formula—mentor you through the potential deadly pitfalls? Someone who has launched eight companies and dozens of products, and over many cycles honed this difficult process to perfection.

With my system you won't have to reinvent the wheel in your startup business and will avoid the many, many mistakes that trap most founders. And that's because in ***The Startup Manual***, you'll

learn

Jealously Guarded Systems of a Serial Entrepreneur

1. The Roadmap for Launching Your Company.
2. How to Develop and Test Your Business Vision.
3. Critical Rules for Startup Success Most Entrepreneurs Don't Know.
4. Top 8 Startup Mistakes to Avoid That Kill Most Good Companies.
5. A Hiring System That'll Boost Your Chances of Getting the Best People.
6. Defining The Early-stage CEO's Changing Role Through the 4 Stages of Development
7. Defining and Managing Risks
8. A Framework For Developing Your Employees To Grow With Your Business
9. Raising Financing Bonus Report - Top 11 Things **NOT** To Tell Investors

And much, much more

The Startup Manual will show you how to develop your business in the areas of sales, marketing, product development, operations and financial optimization. It'll train you in a system of hiring people that'll greatly increase your long term success for years to come.

Allow me to provide you a roadmap for launching your business built on startup philosophies that few people know. But YOU will --- and it'll make all the difference in the world to your company's survival—and prosperity.

From Beginning To End The Startup Manual Will Help You Internalize Proven Profitable Startup Business Philosophies So That They Become Second Nature To You!

I'll present documented proof and will show you:

- 1) The importance of vision and a step-by-step process to develop a complete and testable one.
- 2) How to use a business development roadmap.
- 3) How to minimize risk by exploring your business ideas and determining their viability in the marketplace before spending money developing products.
- 4) The 10 critical rules for startup success you must know.
- 5) The perfect startup "model", a case study to follow with philosophies and systems proven to enhance your company, products and culture.
- 6) Why "100% solutions" for customers can mean certain death for startup companies!
- 7) How to choose the right employees for startup environments – (Most CEO's do not understand these key differences.
- 8) How to increase product development productivity by a factor of 10 to 11. (YES That is NOT a typo - 10X to 11X!)
- 9) How the CEO's role differs in early-stage companies and must evolve in later stages.
- 10) The most common I-can't-believe-I-didn't-see-that coming mistakes and how to steer clear of them.

Plus, much, much, more.

"In building First Call Corporation, Bob Norton, was my secret weapon in getting a really audacious job done not only on time and under budget, but done so well that it revolutionized how equity sales was done on Wall Street. His abilities to understand complex requirements, to synthesize elegant solutions, and then to manage a team to get it done, are still the best I've ever seen."

-- Jim Rutt, ex-CEO Network Solutions - The Original URL Directory Company

Take it from me... there's no better feeling in business than creating a profitable company from the ground up. One that'll stand the test of time and will be a part of your legacy. BUT it's difficult and nearly everyone doing it is needlessly betting lots of their time and money without complete knowledge of the obstacles ahead of them.

Do that and the odds are really stacked against you.

The risks are great and business consultants like myself (and other business experts) will charge \$300 per hour, \$400 per hour or even more for their time as a CEO coach and mentor, to help you write your business plan and develop your business vision. And it is worth every penny if it protects your life savings!

But by putting this knowledge in a manual for the first time ever I'm making it affordable to all entrepreneurs to have this level of help and expertise which will enable them to double the chances of success of a new business startup. So let's begin.

Your Complete Blue Print For Starting a Business. Success Starts With The...

§ Roadmap For Launching Your Company –

Here I give you an outline of the immediate steps you have to take FIRST for your enterprise to succeed. What most CEO's DON'T know and will bite them, maybe even fatally—if they don't plan around them. I'll show you how NOT to be another failed statistic and instead--- teach you how to put your company on the path to profitability right from the beginning of your journey. If you do all this right capital will come to you like metal to a magnet.

■ Ways To Develop and Test Your Business Vision -

Sad to say many startup business owners are clueless as to what a true vision is. As an entrepreneur having a working model of that is more valuable than gold and platinum. ***The Startup Manual*** provides you a soup-to-nuts process which will enable you to flush out your vision and make it completely workable. One that'll help you leap over your competition. ***This alone will double your chances of business success.***

"I must congratulate you on your excellent piece 'The 11 Requirements of a Successful Vision'. I am a CEO of a mid-sized company with an MBA in marketing. So far, I have not come across so much clarity in any other article on 'Corporate Vision... Thank you once again for publishing a masterpiece."

Udays Desai, CEO, Suprawin Technologies Ltd

- Rules For Startup Success - My 25 year study of peak performers in all assets of business

has shown me that there are many common traits and strategies used by mega success entrepreneurs each day that separates them from their competition. **So I took these strategies, tested and perfected them myself and compiled them into *The Startup Manual* – so you can immediately leverage them for your own business startup's explosive growth.**

You see, my goal in creating *The Startup Manual* is designed to shorten the many year learning curve for entrepreneurs and CEO's, and add greatly to the knowledge base of experienced ones. You can benefit from other CEO's mistakes **which will undoubtedly save you tons of heartaches, hassles, time and money!**. And could be the difference between your company growing profitably each and every year or drying up like a raisin in the sun. Which brings us to

■ Top Startup Mistakes To Avoid That Kill Good Companies –

There are about 8 mistakes that account for the demise of the majority of startup companies. Imagine if you had that list and could make sure you were not making those blunders.

Think for a moment: What would that information be worth to you? Thousands of dollars?

What if I gave you a system to manage around each of those risks effectively? Now what would it be worth to you? Hundreds of thousands of dollars? Maybe even millions in additional company value or revenue over the years. In *The Startup Manual* I succinctly lay out the solutions to every day “land mines” that will no doubt spring like a leaky boat and – and then show how to plug them up immediately so your company can ride the wave to opulence--- year in and year out.

■ A Hiring System That'll Boost Your Chances of Getting The Best People –

For your sanity and for the health of your company I tell you right now the best investment you can make as a CEO is in your employees. **From day one there is ABSOLUTELY nothing more critical than hiring the right people.** It doesn't matter if you are hiring one person, or just consultants to build a virtual team... or planning to hire 100 people. I'll show you how to select the best people that share your vision for the future and make it their goal to make your business dream a reality.

“Mr. Norton is a true visionary who can also execute. Few people have the ability to do both.”

-- General Partner, Investment Banking Firm

§ Defining The CEO's Role – If You Don't Know... Then Who Does?

People who are founding companies are CEO's in training for many years. Every peak performing CEO I know, myself included, NEVER stops learning and adding to their skills, experience and knowledge. I spend at least \$10,000 year, and often \$20,000 on seminars and learning materials and integrate all the best ideas and models into my systems and philosophies.

Here I get you to understand the CEO's role you should “play” early on and how it should evolve as your company grows. **I'll demonstrate to you step by-step- how to develop and improve your leadership and management style that'll increase your ability to attract and keep the top employees and how to get the most out of them. In a synergistic approach you must realize that for you to reach your goals...you must help your people reach theirs!**

- **Defining and Managing Risk – Fact.**

Many entrepreneurs don't identify and manage risks well. They're blinded by "rose colored glasses" optimism and what they "think" they know and will ignore what they *should* know.

Allow me to mentor and show you how to not only fight this tendency, but also recognize the risks in your business and tune them down, or in some cases even completely take them out of the picture for total business startup success.

Mark my words: **What you don't know... will definitely kill your company.** As you get further along in ***The Startup Manual*** and put into action my techniques you'll instinctively know when and how to use controlled risk to your benefit.

"Having been there and done that Bob Norton knows exactly what needs to be done to grow a company and that is a powerful message."

-- John Facella, Founder The CEO Group and Experienced CEO

- **A Framework For Employee Development**

Employees are the life blood of your enterprise. And what you will learn in this section is worth the entire price of my manual and then some. You see, in growing two companies rapidly to over \$100 million in sales, I discovered first hand a lot about what happens to employee culture in both high growth and early-stage environments.

Problem: People generally can't keep up with the growth of the company in terms of their own personal development from individual contributor, manager or executive to the next level.

Solution: I'll show you how to help turn-around these cultural problems and **use them to your advantage by allowing employees to expand and grow with the company and by squashing the bad feelings that inevitably arise with rapid growth and people left behind.**

- **Raising Financing Bonus Report - Top 11 Things NOT To Tell Angel Investors –**

There's indeed an art to raising financing. I don't care if you're dealing with Angels or VC's. There are certain tricks of the trade that you need to do that I guarantee you --- "the players" won't tell you!

You see, it's a game. Angels or VC's figure if you can't figure this stuff out yourself you're not a very good investment. BUT they also always want to leave the door open... just in case you start to become successful later and they want to invest. (jumping on the bandwagon, I call it)

Perception is reality: I give you a list of things NOT to do or say that most people don't know that will kill any chance of raising money. I shake my head in amazement when I see entrepreneurs totally annihilate their chances of raising money with a single sentence.

I charge \$750 for a financing readiness coaching session to review your investor presentation. But you won't have to... because in this chapter I discuss in detail some of the most common mistakes you will make--- and how to avoid them like a telemarketer calling you at dinner time.

You Only Get One Chance To Start Your Company!

Here's How to Do it Right The First Time Out!

I guarantee you that "**The Startup Manual**" will greatly increase your chances of growing a substantially successful startup business by helping you avoid costly, and even deadly, mistakes that'll drain your cash flow, stress you out, and have you wondering why in the hell you got into your business to begin with.

But I won't let that happen to you. Because I'm giving you my advice and three decades of business startup experience that comes from running several companies plus dozens of product launches —which will enable you to get into the business you want and flourish right from the beginning.

If you implement correctly what I teach you... this information should be worth many, many thousands of dollars... even hundreds of thousands of dollars of extra revenue to you. One idea alone could possibly create millions of dollars in equity value down the road. Just imagine the value of the business you'll grow by using it. So now I ask you truthfully...

Where Else Can You Get Over 26 Years Experience, Top Gun CEO Strategies & \$20,000 Worth of Information Combined Into One Manual!?

I've done all the hard work for you. You're going to get the ideas, strategies, and techniques from a business book library that cost me over \$20,000 and took me over 15 years to read. And that's not including the time it took me to "weed" out the useless information and integrate the best ideas into my systems. And best of all these systems all work together sales, product development, marketing, operations, finance, management and more.

And many of these authors are specialists and academics **NOT** doing-it-every-day CEO's. This manual is a mile wide and covers everything you need to know in one place. And yes, there are some books written by CEO's, but truthfully... they're more anecdotal and specialize than complete systems for growing your company.

So what would you expect to pay for all this knowledge... knowledge that'll allow you to fulfill your dream of starting or growing your company – of nurturing your baby to profitability?

\$999? \$699.00? Well, that's what some clients have paid me in consulting fees for a couple hours of advice and knew it was worth 10, 20 or even 100 times that to them. But much of the same knowledge I'm giving them is found in this manual.

You won't pay close to that... for a limited time only (and I'll soon tell you why) you can have **The Startup Manual** for only \$197.00 which also includes a CD that includes printable forms, diagrams and articles you will use with your management team to get them on the same page strategically. This CD includes the business design and optimization diagrams, tools and models plus a free simple financial model that every CEO should use to understand their business (Value \$99.00)

**Luck is what happens when preparation meets opportunity.
-- Elmer Letterman**

Order Today and Get 4 Extra Bonuses Worth Over \$350.00

Free Bonus Gift #1 (Free question answered by email - Value: \$100-\$200) Remember:

When you purchase ***The Startup Manual*** you're not alone. To quote Radio Shack: You have questions... we have answers. If you have an immediate concern that can be answered in a single e-mail then all you have to do is contact me and I'll get back to you. (*purchase must be in your name*)

Please remember: I charge up to \$400 an hour (1 hour minimum) for phone consulting with entrepreneurs and CEO's. Answering you through an e-mail can save you and me time and money and provide you immediate value. Why am I doing this?

Two reasons: # 1: I want to prove to you I can deliver to you on what I promise—and that's to help reach you reach your company's goals sooner than you ever thought possible... # 2:- Any solution I come up for you will then be adapted and added to the manual's next edition (an update you get for free) which will enable other client/CEO's ---just like yourself ---to prosper. This way we all win.

Which leads me to:

Free Bonus Gift #2 (Free Update - Value \$150 to PRICELESS)

Your startup is an entity that you'll discover will go through "growing pains." And that's why I specifically created my program to be interactive with you. Yes, I've given you what I feel is the best resource that you'll ever need on your quest to CEO greatness. But everyone's life and business is different.

So for a full year any new system, strategy or technique that I come upon... any trials and tribulations I solve for other entrepreneurs --- I'll pass on to you so you can immediately benefit.

If I assist another burgeoning CEO in triumphing over a particular complication then there's a strong chance you might be going through the same thing yourself at some point. *So here it is:* For a full year after you purchase the Manual I'll send you **FREE** updates via email... Just print it out and add this new material to your binder and you're good to go.

Imagine getting in your mailbox and experiencing that one "AHA! This is EXACTLY what I am looking for moment" that could save or earn you hundreds of thousands of \$\$\$ right now! No other manual in the market place is this comprehensive, and yet you also get free updates. These cost us nothing to email to you and will remind you of our best practices and help get the most value from the manual.

Free Bonus Gift #3 (A 10% discount on any C-Level Seminar)

Interested in taking your entrepreneurial efforts to the next level? Want to personally pick my brain with questions that can help you prevail over any obstacle you're having with your startup? Want to add dozens of other CEO's to your network?

Then I invite to you attend my CEO and Entrepreneur Boot Camp. – "The Art and Science of Business Design". When you but The Startup Manual you get an immediate 10% discount. This will save you an immediate \$200.00 off what others will pay.

The Numbers Say It All! Don't Become Another Statistic

And here's the startling reality. Less than 1 of every 100 early-stage companies are very successful! 50% of these businesses don't make any profit in any 12-month period. And 70% of businesses fail within five years. DON'T become another statistic. Order ***The Startup Manual*** today... take control of your destiny and start your company the right way—from the beginning! Like most jobs 80% is proper preparation and this will provide that roadmap for you and drive your chances of success many times higher.

A Recap Of What You'll Receive

You'll get the manual and CD for only \$197.00 plus over \$350 worth of FREE bonuses. Study and put to use these real world strategies and techniques that I personally used to grow many successful companies and

- You'll have the framework for managing the critical business disciplines
- You'll save many thousands of \$\$\$\$\$\$ in consulting fees
- You'll learn from other CEO's mistakes and successes and immediately put them to use within your own company. And once you do...
- Your company will grow more quickly, efficiently, -- *exponentially* using less capital (and isn't THAT what it's all about)

And you'll do it with me guiding you all the way.

So what are you waiting for? You owe it to yourself to reach the potential you know you've had growing in your heart for years. And put your fears to rest because you have my experience helping you along the way....

100% 90 Day Money Back Guarantee

I want you to be ABSOLUTELY thrilled with the information in my program that you're going to use to build your empire. So I am going to accept all the risk here. Test drive ***The Startup Manual*** not for 30 days... or 60 days...but a full 90 days. If you're not completely satisfied... if you don't feel this is the "X" factor you've been looking for and the edge you need to leap over your challenges and competition and to build a profitable future with your company – then I insist on giving you a complete refund. *But on one condition.* Tell me why it wasn't for you so I can improve the material...(You see, I'm a CEO who practices what he preaches—and continually learn myself.) Tell me what didn't work for you... and I'll credit you the full amount back. Fair enough?

Get the cutting-edge strategies and proven formulas you need to take a business from idea to startup, then to profitability shifting gears as you go. Starting a business from scratch is challenging enough --- with "**The Startup Manual**" it'll be a much more rewarding experience as well.

Yours for complete success,

CEO, C-Level Enterprises, Inc.

Training and Coaching For Entrepreneurs and CEO's at Growth Companies

The Startup Manual + Biz Tools CD Only: \$197

P.S. Please remember: We have a complete set of DVD with complete training in the staregy level of each business area at www.StartupPlanet.com.

Our shopping cart is totally secure via encryption.

If you have an established company with between 7 and 200 empoloyees you will want to check out

our AirTight Management Systems for SMBs. AirTight is the first ever standard for the internal management systems of small to medium size businesses. See: www.AirTightMgt.com

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