

SOLEFOCUS

CEO Executive Summary

Growth Strategy · Funnel Architecture · Content Sequencing · Path to \$1B

\$500M

CURRENT AUM

\$1B+

3-YEAR TARGET

\$1.5M

CLIENT MINIMUM

10+

YEARS PROVEN

2

GROWTH LANES

Prepared for CEO review · March 2026 · Confidential

SECTION 1

Executive Overview

SoleFocus is a San Diego-based registered investment advisor with over a decade of client trust, a refined direct mail and seminar engine, and a \$1.5M client minimum. The firm is already on a strong trajectory. What is being built in 2026 does not get the firm to \$1B — it expands the brand, extends the reach, and builds the infrastructure that makes the next decade look fundamentally different from the last.

This summary addresses four strategic questions: how to optimize the existing retirement funnel, how to sequence the two content lanes, how to build a compelling offer at every client decision point, and whether to prioritize the entrepreneur content lane or the retirement content lane first.

KEY RECOMMENDATION

Shore up the retirement funnel first — optimize every conversion point before adding volume. Run retirement content in parallel at low effort from day one. Build EntrePlaybook as a separate track with patience for an 18-24 month runway. The CEO studio sessions start in April regardless — the content clock does not start until it starts.

SECTION 2

Retirement Funnel — Five Stages to PMA

The retirement engine is the firm's most proven asset. Ten years of direct mail and seminar execution have produced a consistent pipeline. The opportunity is not to rebuild the engine — it is to reduce leakage at each conversion point and add a digital layer that captures leads who attend but do not immediately convert.

Stage	Touchpoint	Volume	Conversion	Key Offer
1	Direct Mail	10,000 mailers	1–3%	"5 Mistakes Most San Diego Families Make"
2	Workshop	150 attendees	25–40%	Third Day invitation — from the stage
3	Third Day	50 appointments	60–75%	Financial plan specific to their situation
4	Financial Plan	35 plans	70–85%	PMA — implement what the plan revealed
5	PMA / Client	25 new clients	Ongoing	Wallet, family, and referral expansion

Highest Leverage Move

The single highest-leverage move in the entire funnel is improving the workshop-to-Third Day booking rate. Moving from 25% to 35% booking adds approximately 15 additional appointments per campaign. At current downstream conversion rates that translates to 9 additional clients and over \$16M in new AUM per mailer cycle — from the same marketing spend. This is the number to optimize before anything else.

Where the Funnel Leaks — and How to Fix It

Stage	Root Cause	Fix
1 → 2	Headline lacks urgency. No registration deadline or QR code.	Add clear deadline, a "book now" button, and a QR code that goes directly to a registration page.
2 → 3	Invitation to book is too soft. Urgency fades in the parking lot.	Book in the parking lot. Warm call within 24 hours for non-bookers.
3 → 4	Cost of inaction not made concrete. Gaps in the plan.	Quantify the specific dollar impact of each gap. Make inaction feel costly, not just suboptimal.
4 → 5	Plan review becomes a presentation. No silence.	Ask directly, "Does this feel like the right path for you?" Then let silence do the work.

The Easter Egg Strategy — Capture Every Non-Booker

Not every attendee books the Third Day immediately. Four entry points embedded in every workshop ensure that non-bookers are captured into the owned ecosystem rather than lost:

- PDF Guide — QR code distributed during the session. Captures email at peak engagement.
- Vault Video Tease — Reference a case study available in the vault. Do not show it. Create the itch.
- Retirement Readiness Quiz — 3-minute quiz capturing email and segmentation data.
- 30-Day Vault Access Code — Every attendee gets full vault access. Nurture sequence starts automatically.

An attendee who does not book the Third Day that evening may book it three months later after consuming vault content. No lead from the seminar engine is ever wasted.

The Hormozi Offer Framework — A Compelling Offer at Every Decision Point

The Hormozi framework identifies four elements that make any offer irresistible: the dream outcome, the perceived likelihood of achieving it, the time it takes to get there, and the effort and sacrifice required. At each stage of the retirement funnel the firm needs a sharply defined offer that addresses all four elements and makes moving forward feel obvious.

STAGE 1 → 2 — DIRECT MAIL TO WORKSHOP	
DREAM OUTCOME	A free evening with a clear picture of whether you are on track.
PERCEIVED LIKELIHOOD	
TIME TO VALUE	One evening. More clarity than you arrived with.
EFFORT AND SACRIFICE	
<i>THE LINE: "5 Mistakes Most San Diego Families Make"</i>	
STAGE 2 → 3 — WORKSHOP TO THIRD DAY	
DREAM OUTCOME	A private meeting where we look at your actual numbers and tell you exactly where you stand.
PERCEIVED LIKELIHOOD	
TIME TO VALUE	60 minutes. Walk out knowing your specific gaps and what to do about them.
EFFORT AND SACRIFICE	
<i>THE LINE: "Everything tonight applies to most people. The Third Day is about you specifically."</i>	
STAGE 3 → 4 — THIRD DAY TO FINANCIAL PLAN	
DREAM OUTCOME	A comprehensive plan built for your situation — income, tax, healthcare, estate, all addressed.
PERCEIVED LIKELIHOOD	
TIME TO VALUE	Two to three weeks. One follow-up meeting. A complete retirement picture.
EFFORT AND SACRIFICE	
<i>THE LINE: "There are three specific things that need to be addressed. A plan shows exactly how — and the cost of not addressing them."</i>	

Free dinner. No other event for over a d

Show up. Bring yo

90 minutes of gen ask was made.

Book the appointm commitment beyo

The advisor just ic numbers. The plan

Gather documents for one more mee

DREAM OUTCOME	Everything in this plan implemented and managed by the same team that built it.	PERCEIVED BURNING ISSUE
TIME TO VALUE	Onboarding begins immediately. Accounts transferred in two to four weeks.	EFFORT AND SACRIFICE
<i>THE LINE: "This plan solves the three problems we identified. Do you want us to implement it?"</i>		

Three touchpoints ask for the business

Sign the PMA. Co handles everything

DREAM OUTCOME	The entire family relationship managed by one trusted firm across one complete picture.	PERCEIVED BURNING ISSUE
TIME TO VALUE	Wallet expansion within 24 months. Referrals generated organically at annual reviews.	EFFORT AND SACRIFICE
<i>THE LINE: "Is there money elsewhere we should know about? And is there someone you know facing the same decisions you faced?"</i>		

The client already natural next step.

An honest conversation member or trusted

Content Sequencing — The Strategic Debate

The firm has two content lanes to build: a retirement lane that extends the existing seminar brand into digital channels, and the EntrePlaybook entrepreneur lane targeting a new, higher-AUM audience. The sequencing of these two lanes is one of the most consequential strategic decisions of 2026.

Option A — EntrePlaybook Content First

PROS

- + Genuinely differentiated — no San Diego RIA is doing this
- + Highest AUM per client: \$2M–\$5M at exit vs \$1.5M retirement average
- + Builds CEO personal brand as thought leader and fellow entrepreneur
- + Attracts COI relationships, advisor recruits, and M&A; attention
- + First mover advantage compounds — hard to replicate once established
- + Radical transparency (AI journey) builds deep trust faster than credentials

CONS

- Long trust runway — Builder clients may take 5–7 years to convert
- Requires CEO on camera consistently as a fellow builder — distinct persona
- Revenue contribution in 2026 is near zero — long-term investment only
- Higher content production requirements across YouTube, LinkedIn, vault, webinars
- EntrePlaybook brand needs careful compliance review before any launch
- Dual identity — retirement presenter and entrepreneur peer — takes sustained energy

Option B — Retirement Content First

PROS	CONS
<ul style="list-style-type: none"> + Warm audience already exists — seminar attendees, mailer recipients, past clients + Amplifies what already works — content reinforces seminar brand at near-zero cost + Captures non-bookers who received the mailer but never attended a workshop + Vault gives seminar attendees a reason to stay engaged between events + Shorter trust runway — identity transition content resonates immediately + Compliance framework already established for this audience type 	<ul style="list-style-type: none"> – Retirement content on LinkedIn is crowded — standing out requires a point of view – CEO must adopt the identity and life transition angle — more vulnerable content – Lower AUM per client ceiling vs the entrepreneur lane – 6–12 months before content compounds into measurable lead generation – Does not build the EntrePlaybook brand — a separate build still has to happen – Content may feel repetitive to existing clients already in the seminar pipeline

The Recommended Path — Both, With Different Energy Levels

The false choice is between EntrePlaybook and retirement content. The correct answer is both — but with a deliberate energy ratio. Retirement content is lower effort and higher immediate return — three posts a week costs one hour of CEO preparation and compounds immediately against a warm audience. EntrePlaybook is a separate build requiring a separate brand, separate content track, and patience for an 18-24 month trust runway before it produces clients. Start both. Expect very different timelines.

Period	Retirement	EntrePlaybook	Priority
Q1 2026	Funnel audit. Map conversion gaps. Finalize decision of Brand each stage. Content optimization initiated.	Niche identification. Brand architecture. COI outreach.	Finalize optimization.
Q2 2026	CEO content live. 3 posts/week. Vault build. EP Brand design. Vault structure begins. Content outline complete.	EP Brand design. Vault structure begins. Content outline complete.	Retire Content outline complete.
Q3 2026	Seminars resume with digital layer. East of River Strategy published. LinkedIn presence built. Entrepreneur niche.	EP Brand design. Vault structure begins. Content outline complete.	Parallel build Entrepreneur niche.
Q4 2026	Measure vault registrations, email growth, content consistency, COI warm relationships. First EP webinar.	EP Brand design. Vault structure begins. Content outline complete.	Measure registrations. First EP webinar.
2027	COI outreach. Paid social amplification of EP content. First EP clients appearing.	EP Brand design. Vault structure begins. Content outline complete.	First EP clients appearing.

SECTION 5

Two ICP Lanes — Who We Serve and Why They Come

Both the retirement audience and the entrepreneur audience are navigating the same underlying transition — a shift in identity, not just in money. The financial plan is the vehicle. The life plan is the destination. This insight is what separates the firm from every other RIA they will encounter — and it is the unifying message across both lanes.

	Retirement Lane	EntrePlaybook Lane
Age	55–70	30–65 across three life stages
Net Worth	\$1M–\$5M+ investable	\$3M–\$20M+ at exit event
Real Problem	Identity loss after a career ends	Identity loss after a business ends
Surface Fear	Running out of money	Leaving money on the table
Deeper Fear	Losing purpose, relevance, structure	Losing the scoreboard that defined them
Entry Channel	Direct mail, seminar, referral	LinkedIn, YouTube, vault, COI
Trust Builder	In-person presence and track record	Radical transparency and value given first
Conversion	Weeks to months	Months to years — long trust runway
AUM / Client	\$1.5M–\$2.5M at signing	\$2M–\$5M at exit event
Best Hook	"Retirement is not a financial problem. It is a life problem."	"Selling your business doesn't solve your life. It creates a new one."

THE UNIFYING INSIGHT

Both audiences are navigating the same thing — a transition of identity, not just of money. Most financial advisors solve the portfolio problem and call it done. This firm solves the whole problem — which is why clients stay, refer, and deepen their relationship over decades. This insight should run through every piece of content, every seminar, and every conversation across both lanes.

SECTION 6

2026 Execution Plan — What Happens and When

Every initiative in the foundation year unlocks the next stage. The retirement funnel is optimized before volume is added. Content starts before it is obvious. Technology is built before it is needed. The entrepreneur lane is planted before it is harvested.

Q	Initiative	Owner	Outcome
Q1	Niche decision locked — content strategy confirmed	CGO + CEO	Direction clear
Q1	Growth Technology Lead — offer extended	CGO	Infrastructure hire in pipeline
Q1	Funnel audit — map every conversion leak	CGO + Growth Tech	Leakage identified
Q1	Hormozi offers written for all five stages	CGO	Decision points sharpened
Q2	Growth Technology Lead — in seat and productive	CGO	Tech build begins
Q2	CEO Tuesday studio sessions begin — mid April	CEO + CGO	Content clock starts
Q2	LinkedIn presence live — 30 days scheduled	Growth Tech	Compounding begins
Q2	External vault Phase 1 — one gated asset live	Growth Tech	Easter egg enabled
Q2	First webinar delivered and in vault	CEO + CGO	Permanent vault asset
Q2	Content intern — Q2/Q3 start	CGO	Execution layer in place
Q3	Seminars resume — Easter egg strategy deployed	CGO + Growth Tech	Vault capture live
Q3	Analytics intern hired	Growth Tech	Data infrastructure supported
Q3	COI target list built — 20 contacts identified	CGO	2027 COI ready
Q3	EntrePlaybook content track begins	CGO + Content	Second lane planted
Q4	CEO dashboard live — real data, no manual reports	Growth Tech	Metrics visible
Q4	First qualified leads from digital funnel	CGO	Growth division proves ROI
Q4	2027 plan drafted and presented to CEO	CGO	Foundation year closes with a plan

The Bottom Line

The firm is already excellent and already respected. A decade of doing the hard work quietly has built something real. What is being built in 2026 takes that foundation and makes it impossible to ignore — expanding reach, reputation, and AUM well beyond where the current engine alone would take it.

"Everything we are building is designed for the next ten years — not a celebration of the last ten."

— Chief Growth Officer

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