

# DEALMAKER | EMPIRE

## INFORMATION SHEET

### Who Is Dealmaker Empire for?

Dealmaker Empire is for the **business owner doing at least \$500K in annual revenue** who is ready to explosively grow their business through acquisition and become a titan. By the end of this 10-week, intensive training program, you will promote yourself from the owner-operator of a single entity... to the CEO of a budding empire.

### What Will I Walk Away With?

By the end of the program, you'll have received an MBA-level education in small business acquisitions and dealmaking. AND — if you implement the system as directed and do the work — you'll have **a new business to bolt-on to your existing one!** The skills and tools you'll come away with will enable you to build the type of legacy and generational wealth your family, children, grandchildren, peers and community will forever appreciate and remember you by.

### What Do I Get With *Dealmaker Empire*?

Think of *Dealmaker Empire* as a 10-week semester where you'll learn how to **quickly and safely scale your revenues and cash flows** in a way that would be virtually impossible to achieve organically, one customer at a time.

Through a combination of online tutorials and live weekly accountability calls, Carl Allen and Adam Markley will share their combined 45 years of experience to teach you how to buy an existing, profitable business that will massively expand your business's top and bottom line—and your personal net worth—without having to put up any of your own capital.

Here's how the program breaks down:

#### Week 1

- Group welcome and networking call with Carl and Adam
- Personal consult with Carl or Adam to get to know you, your business and your goals more intimately
- Lifetime access to the private *Dealmaker Empire* Facebook group for 24/7 networking
- *Dealmaker Empire* physical workbook and hard copy of *Carl Allen's Zero-Down Business Buying Secrets: How to Buy an Established, Profitable Business Using None of Your Own Money.*

## Weeks 2–9

- 8 online training modules—deployed one per week—that walk you step by step through Carl’s time-tested business buying process:
  1. Introduction, Mindset & Leverage
  2. Deal Strategy & Specification
  3. Deal Origination
  4. Deal Analysis & Meetings
  5. Financial Analysis & Deal Structure
  6. Offers and Negotiations
  7. Financing
  8. Deal Execution & Closing
- Each module contains 4 digital training lessons and 1 implementation lesson; 40 videos total
- Summaries of the key takeaways and “homework” assignments to be completed prior to the next weekly group mentoring call to keep you 100% accountable by reviewing assignments, sharing incremental training and answering questions about the acquisition process
- More than 25 downloadable worksheets, templates, business valuation models and a financier rolodex
- A bonus report on the SBA 7(a) loan process.

## Week 10

Final group mentoring call, semester wrap-up and opportunity to join our ongoing mentoring program.

### **How Does This Differ From the *Dealmaker CEO* and *Dealmaker Academy* Programs?**

Though the 8-step business buying process is similar to what we teach would-be entrepreneurs in *Dealmaker CEO*, every single lesson in *Dealmaker Empire* is **tailored to business owners**. For example, *Module 1: Mindset & Leverage* and *Module 2: Deal Specification* are almost entirely new, and the rest of the program zeros in on the **cross-selling opportunities and synergies** that will be realized when bolting on one or more businesses to your own. Therefore, the **financial models are more complex** and explicitly fashioned for current business owners, as are the details offered on the financing process.

The group mentoring is also above and beyond what you may currently be experiencing in the *Dealmaker Academy* program. Not only will you be surrounded by other highly successful entrepreneurs in their own right (a mini mastermind, if you will), but each session will have a participation limit so Carl and Adam can get to know you more intimately and offer more customized advice.

## How Much Is It?

The *Dealmaker Empire* system costs \$10K... and it's worth every penny. The value you'll get from the knowledge and network of entrepreneurs and dealmakers you'll be exposed to alone is far greater than the price.

And keep in mind, you can write-off the cost as an existing business expense in the current tax year.

**NOTE:** If you are a business owner currently in the *Dealmaker Academy* program and are interested in *Dealmaker Empire*, let's definitely talk. We are offering a partial credit toward the cost of switching programs. The most important thing to us is fitting you with the right program and group of students from which you can benefit and learn the most.

Because each session we will only be accepting a limited number of qualifying candidates, please visit [TrainWithCarl.com/Empire-Application](https://TrainWithCarl.com/Empire-Application) to fill out the very brief application so we can schedule a consultation with either Carl or Adam.

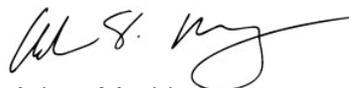
## Why Should I Jump In?

Simple. Taking **massive action leads to results** — sitting on the sidelines doesn't. You're only one deal away...



Carl Allen

Co-founder, Dealmaker Wealth Society



Adam Markley

Co-founder, Dealmaker Wealth Society