

Graham D Brown - Up.School

Learn how to become a better entrepreneur

Live Webinar every Wednesday



Up.School

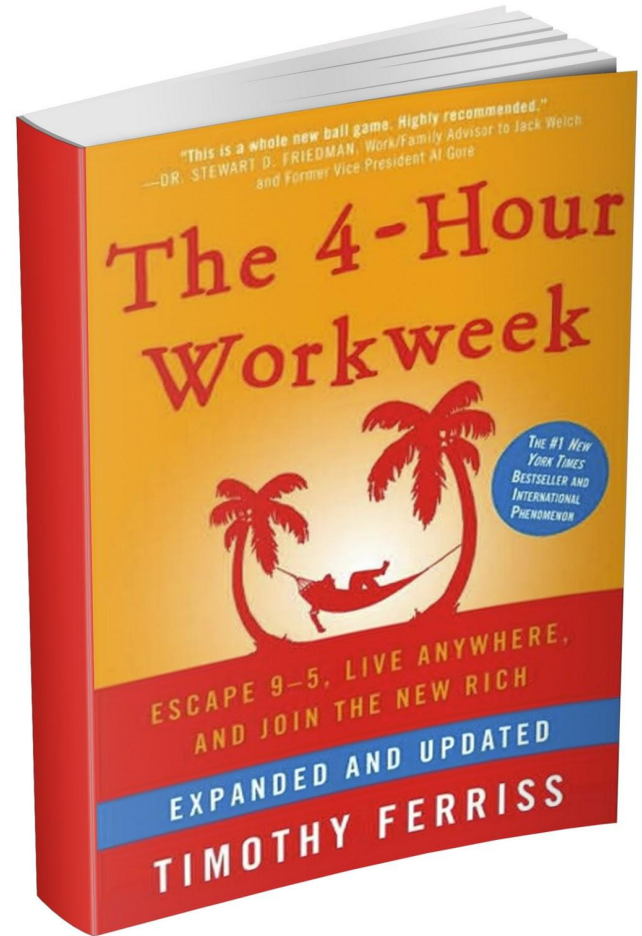
- Level Up Your Life -



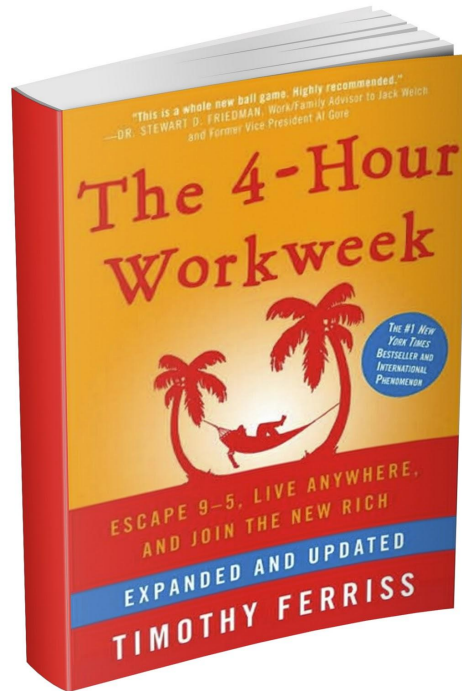
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The 4 Hour Workweek

How to Escape the 9-5,
Live Anywhere and Join
the New Rich



GET the Presentation FREE



OUR ANNUAL **FRANCHISE 500 LIST!** P.65

Entrepreneur

**MAKE
THIS
YOUR
YEAR**

Tim Ferriss'
Constant
Quest for
Reinvention
and 75 Ways
You Can
Seize 2017

P.54

**SHOULD YOU
LET CLIENTS
SEE YOUR
FINANCIALS?**
(What About
All Your
Employees?)

P.20

**SMALL BIZ
VS. FACEBOOK**

P.16

**IMPRESS
ANYONE IN
2 SECONDS**

P.36

**WOO YOUR
MENTORS**

P.10

**How to
Make Your
Company
Cooler**

P.40



January / February 2017
entrepreneur.com



"A cookbook of minimalist methods for rapid body transformation—
a practical crash course in how to reinvent yourself."

—KEVIN KELLY, WIRED MAGAZINE

The 4-Hour BODY



AN UNCOMMON GUIDE
TO RAPID FAT-LOSS, INCREDIBLE SEX,
AND BECOMING SUPERHUMAN

TIMOTHY FERRISS

AUTHOR OF THE
#1 NEW YORK TIMES BESTSELLER

The 4-Hour Workweek

"This is a whole new ball game. Highly recommended."
—DR. STEWART D. FRIEDMAN, work/family adviser to Jack Welch
and former vice president Al Gore

The 4-Hour Workweek



THE #1 NEW
YORK TIMES
BESTSELLER AND
INTERNATIONAL
PHENOMENON

ESCAPE 9-5, LIVE ANYWHERE,
AND JOIN THE NEW RICH

EXPANDED AND UPDATED

TIMOTHY FERRISS

"IF YOU CROSSED JASON BOURNE WITH JULIA CHILD, YOU'D END UP WITH TIM FERRISS."
—Marco Canora, Chef-Partner of Hearth and Terroir

The 4-Hour CHEF



THE SIMPLE PATH TO COOKING LIKE A PRO,
LEARNING ANYTHING,
AND LIVING THE GOOD LIFE

FROM #1 NEW YORK TIMES BEST-SELLING AUTHOR

TIMOTHY FERRISS



The Entrepreneur Upgrade

Unleash Your Inner Entrepreneur. 16 week premium course designed for entrepreneurs who want to upgrade their skillset and mindset.



Graham Brown

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The Entrepreneur Upgrade
www.UpSchool.io/p/4hww

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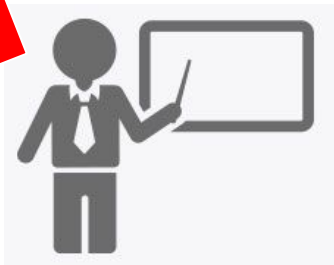


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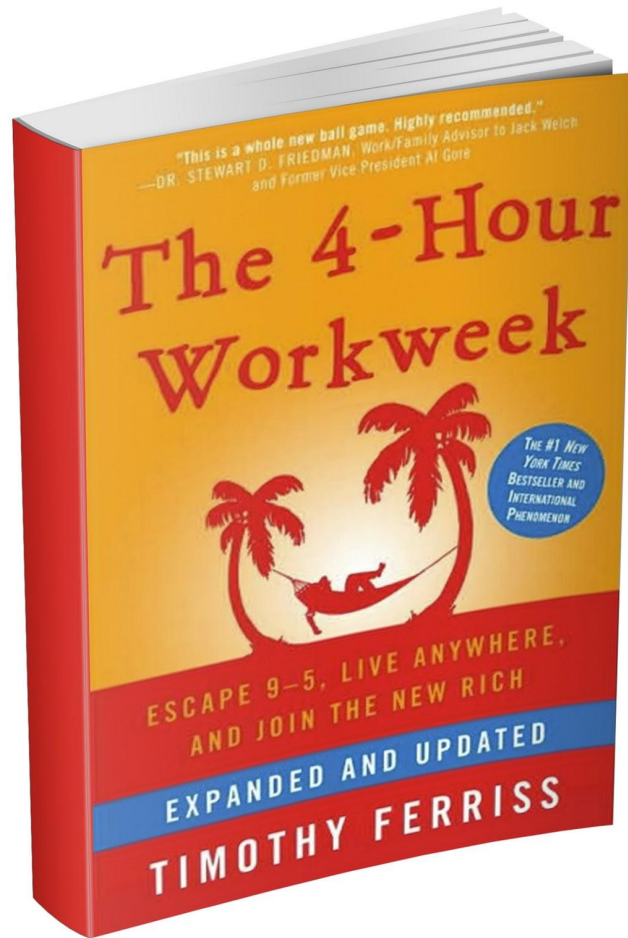
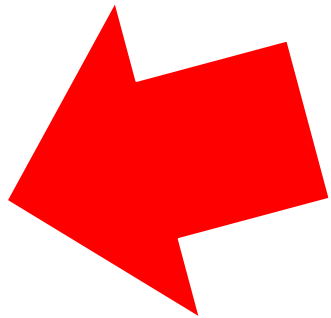
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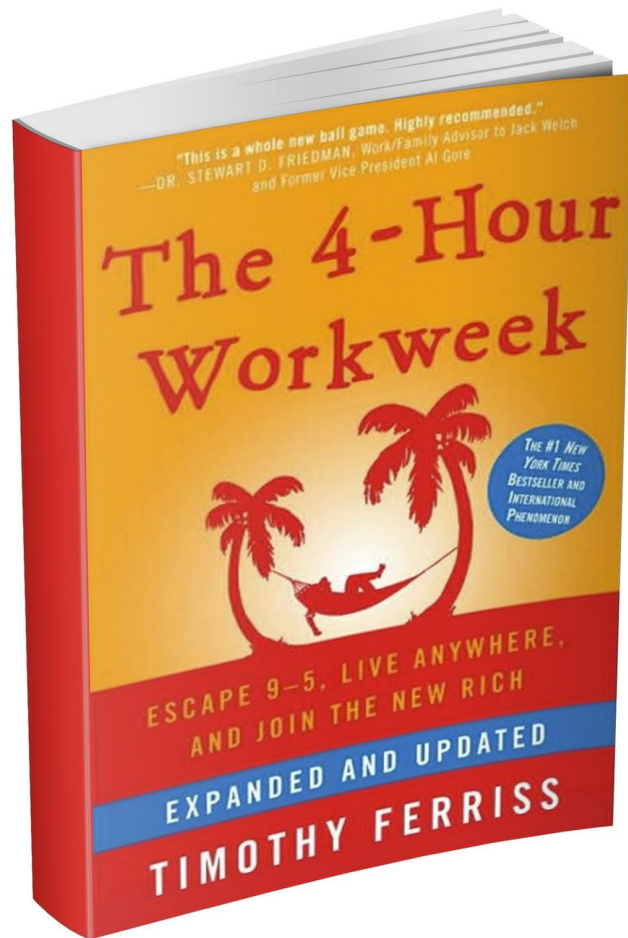
**Learn how to become a
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D
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A
L



Define
Eliminate
Automate
Liberate



#1 Definition





Reality is
negotiable.

Tim Ferriss

SUCCESS IS A STORY YOU CAN TELL



DREAMLINE WORKSHEET

IN 6 MONTHS I DREAM OF:	STEP 1: HAVING		STEP 5: COST		<p>TARGET MONTHLY INCOME</p> $A + B + C + (1.3 \times \text{monthly expenses})$ $=$ $\text{TMI: } \$3,337 + (\$2,600) = \$5,937$ $\div 30$ $=$ $\text{TDI: } \$197.90$
	* 1. <i>Aston Martin DB9</i>		1. <i>\$2,003/month</i>		
	2. <i>Go Board from 1800s</i>		2.		
	* 3. <i>Personal assistant</i>		3. <i>\$5/hr. x 80 = \$400</i>		
	4. <i>Full Kendo armor</i>		4.		
	5.		5.		
			A = \$2,403		
	STEP 2: BEING		STEP 4: DOING		<p>STEP 5: COST</p> $B = \$0$
	1. <i>flexible</i>	→	1. <i>full side splits</i>		
	* 2. <i>best-selling author</i>	→	2. <i>sell 20,000 per week</i>		
	3. <i>fluent in Greek</i>	→	3. <i>have 15-minute conversation w/native</i>		
	4. <i>excellent cook</i>	→	4. <i>make Thanksgiving dinner for six people</i>		
	5.	→	5.		
	STEP 3: DOING		STEP 5: COST		
	1. <i>sell a TV show</i>		1.		
	* 2. <i>visit Croatian coast</i>		2. <i>\$514 roundtrip airfare, \$420 rent</i>		
	3. <i>find smart & gorgeous girlfriend</i>		3.		
	4.		4.		
	5.		5.		
			C = \$934		

Sample Dreamline

STEPS NOW
1. Find showroom, schedule test drive
2. Post bullet-point job description on 3 major sites
3. Send top 3 questions to five best-selling authors from 2-3 years ago
4. Visit Virtual Tourist and determine best season and to-do top 5
TOMORROW
1. Take test drive
2. Assign 1- to 2-hour task to top 3
3. Formulate plan around responses (marketing/PR)
4. Research tickets & housing for 3 weeks and invite friend to go
DAY AFTER
1. Decide on desired details & extras
2. Choose top 1 for 20 hrs. per week
3. Send intern recruitment e-mail to nearby college English departments
4. Reserve tickets (for yourself even if friend refuses)



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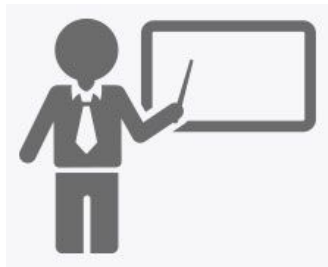


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#2 Elimination





Doing something
unimportant well does not
make it important,

Tim Ferriss

BE DIFFICULT

Don't go to meetings,

don't watch TV

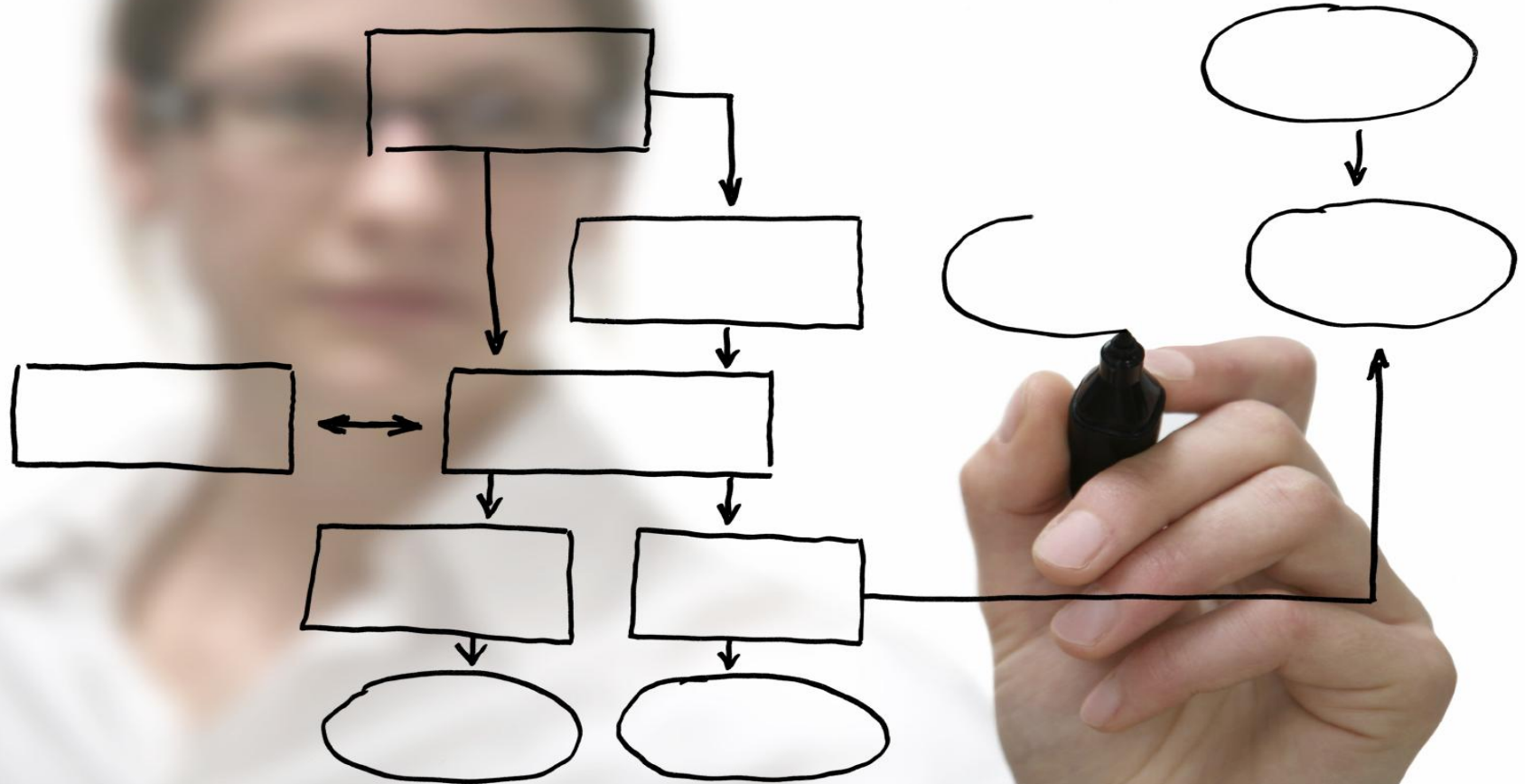
And do something

Every day that

scares you...



#3 Automation





If you don't find a way to make money while you sleep, you will work until you die.

— *Warren Buffett* —

AZ QUOTES



**DRIVE EVERYONE TO
YOUR NEWSLETTER**

BUILD A FUNNEL

FREE

Story (sell brand)
PR, social media, ads

Prospects

Clicks from eyeballs

Wall (sell accounts)
Exclusive content (knowledge)

Leads

Registrations from clicks

eShots (sell transactions)
privileged access (service)

Customer

Accounts from registrations

The
Conversion
Funnel

\$\$\$

Income

FEE

INVEST IN ASSETS



#4 Liberation





TIM FERRISS

THINK BIG

AND DON'T LISTEN TO PEOPLE
WHO TELL YOU IT CAN'T BE DONE.

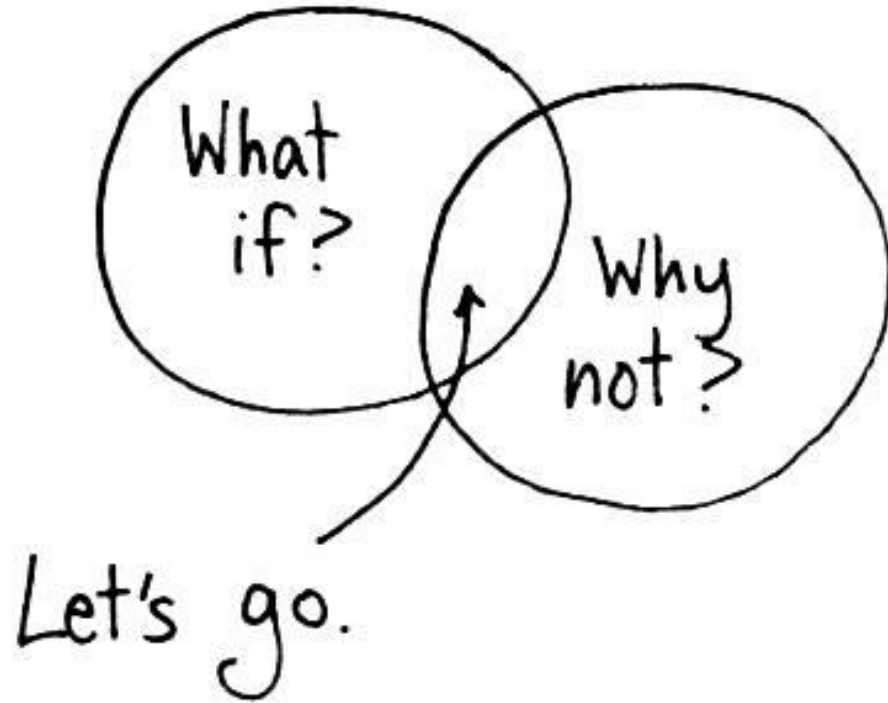
**LIFE'S TOO SHORT
TO THINK SMALL.**

PHOTO BY RYAN ALTAMERA

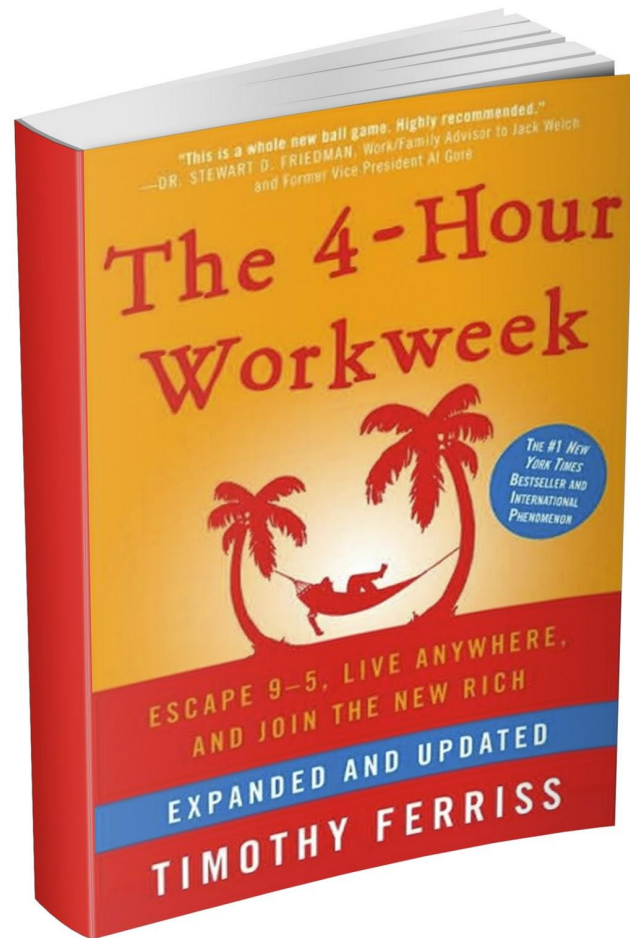


SYMPHONY OF LOVE

ASK WHAT IF?



Define
Eliminate
Automate
Liberate





**These 5 Books Will Make
You a Better Entrepreneur**

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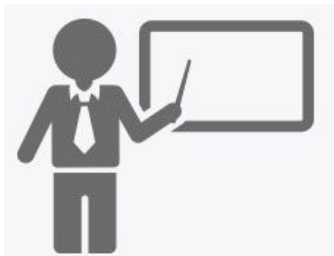


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16 WEEKS OF CONTENT



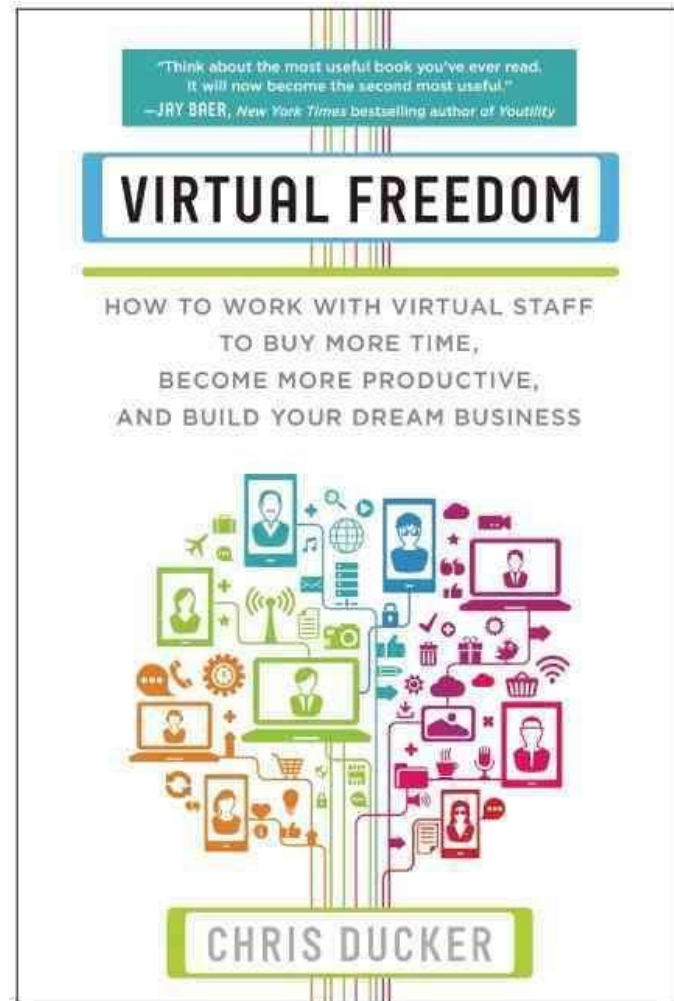
MAR47 = \$47
SAVE \$100

WED 29nd MAR

VIRTUAL FREEDOM

How to buy more time,
become more productive
and build your dream
business

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