



**Inner Circle**

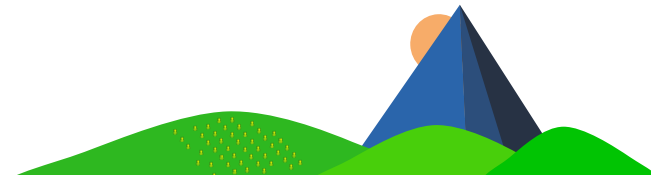
*Foundation Membership*



Let's Invest In  
**EACH OTHER**

Please Read This  
**AFTER READING**  
your invitation to join the InnerCircle

[Go to your InnerCircle Invitation](#)



# THE UNPITCH

What you need to know

- The Social Adviser is at a point where we have, over almost 5 years, invested millions of dollars and a huge amount of time and effort. Our aim was to construct an enterprise based around the evolution of human awareness and authenticity through the catalyst of *doing business in a connected age*.
- We have iterated through many business models and many variations to design a structure that we believe not only delivers consistent and valid results but is scalable.
- We have tested our ability to attract, onboard and serve our ideal clients and members, and have reached a point where only a small amount of additional financial resources will produce significant results.
- We do not want to approach equity investors, primarily because they will dilute our ability to focus on our members and our purpose.

This isn't a sales or marketing document, it's a decision tree.

Please read through it in sequence.

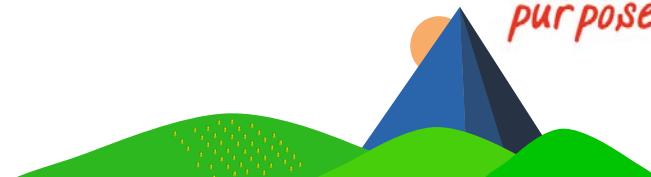
*Amplify your profit,  
purpose and fun.*



## THE OBJECTIVE

- To provide a huge mutual benefit to and with a small number of our community as a limited and almost certainly one off opportunity.
- To ensure that our ongoing success becomes your ongoing success.
- To provide a mechanism for recognition that we are not just creating a business, we are starting a movement and a way for you to invest in our mutual momentum.
- To avoid the need for The Social Adviser to seek external capital or to hamper our growth through limited resourcing through the next stage of our growth.
- To consolidate the position of our strongest community members by granting them lifetime membership to our group programs and resources.
- To provide you with a very significant cost saving over the coming years with a relatively small upfront investment.

*Amplify your profit,  
purpose and fun.*



There are 2 parts to our business:

- **ABOVE THE LINE**

Hands Off (Dangling your toe in the water)

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- **BELOW THE LINE**

Hands On (Getting help to Kick Ass and do it FAST)

# The Offer

**LIFETIME ACCESS WITHOUT FURTHER COST TO BELOW THE LINE RESOURCES:**

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## - **BELOW THE LINE**

All Group Based Accelerator Programs focused on rapid execution. (Excluding Ignite/Resonance)

Lifetime membership to our InnerCircle community.

Recognition from me (Baz) that you have contributed to the growth of my business.

The ability to add transferrable lifetime membership for your chosen Sidekick.

First notice and invitation should we elect to raise equity capital at a later stage of our business growth.

Hands Off



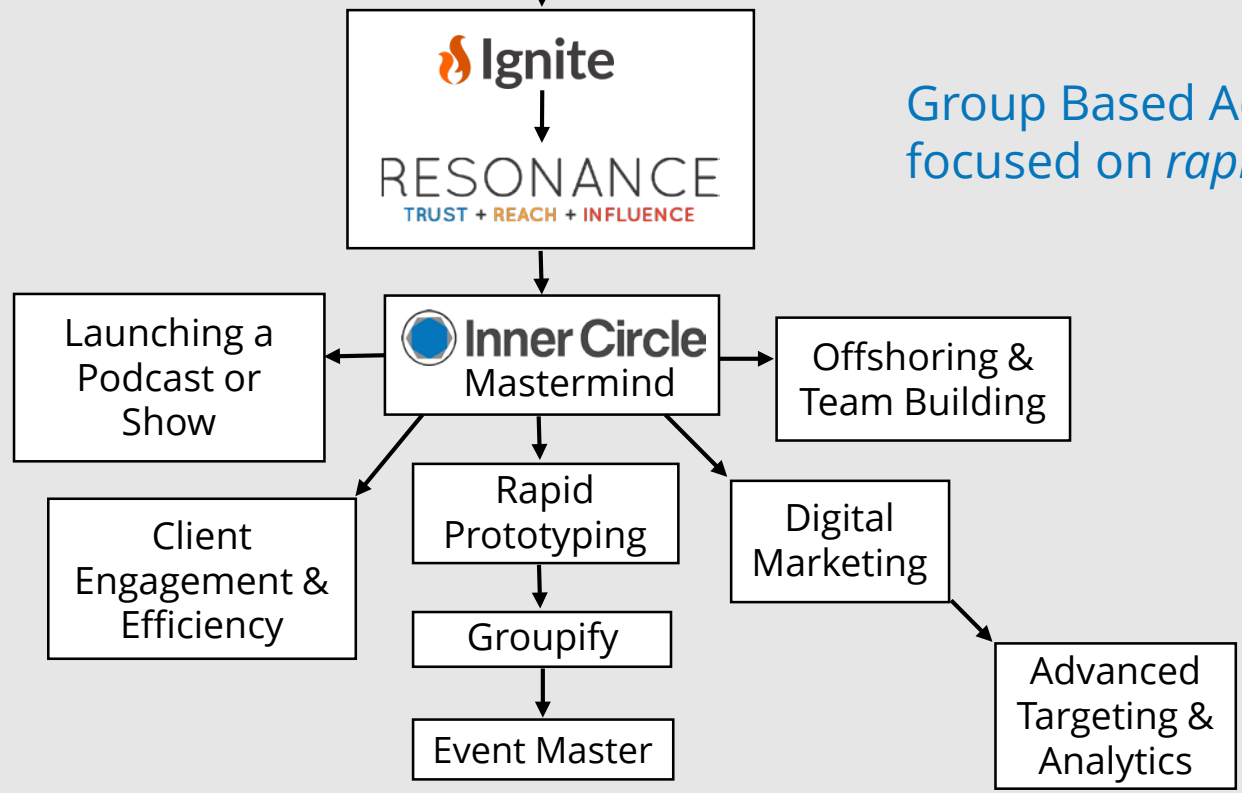
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The Line

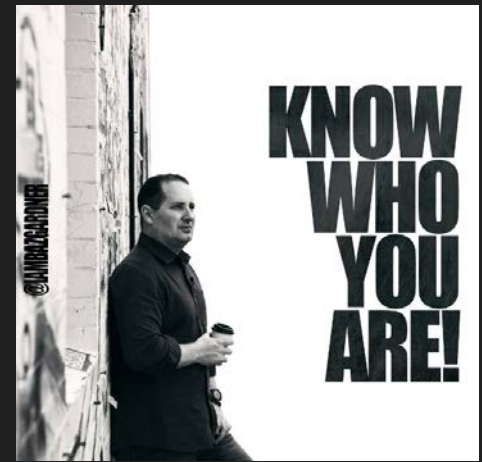
Below

Hands On



Group Based Accelerator Programs  
focused on *rapid execution*.





## Q & A Part 1

**Q) What does Lifetime Membership mean?** A) For the length of time that I/we continue to operate as The Social Adviser.

**Q) What if you decide not to offer those programs or resources in the future?** A) There is an element of trust here. I am not going to ask anyone to pay an amount of money that would significantly jeopardise their business or financial circumstance if some crazy unforeseen circumstance takes place. For me, if I decide to stop running any programs within 5 years i.e. where you have had the chance to reap a significant multiple of *savings to expense*, I will consider that 'I owe you' and we will work that out between us. However, it is the plan and intention to do this for the foreseeable future and in likelihood if anything changes, it will be an improvement and evolution rather than a cessation.

**Q) What happens if The Social Adviser flops?** A) With the direction of my personal time and focus I could easily add more value to you and your situation with the delivery of some of my time and energy than your expense to take up Foundation Membership. I'm also making the offer because The Social Adviser is beyond "testing" and it's time to leverage. So, as long as I am alive your risk is minimal... but, you are taking that risk because we believe in each other and because the risk is small.

**Q) What is my likely pay back period vs what I would likely be spending anyway?**A) Roughly 18-24 months.



## Q & A Part 2

### Q) What is excluded? A)

- 1) Social Hub membership. I am going to ask you to pay your ongoing contribution of \$44 a month as it will continue to cost us to develop and maintain the digital resources behind our programs.
- 2) Any corporate or commercial digital training programs and resources (that fall outside of the Social Hub or InnerCircle spectrum).
- 3) Any Ignite/Resonance related programs (we are currently working on Ignite Part 2) for you or your Sidekick.
- 4) Any financial contributions you have already made for existing programs or services. Eg. it excludes your current Resonance or annual InnerCircle membership (it is not a retrospective benefit).

### Q) What is included? A)

- 1) InnerCircle membership or it's equivalent.
- 2) Participation in any of the group based programs we develop as a follow on from InnerCircle as described in the previous diagram outlining BELOW THE LINE programs etc and with the exclusions listed above. That is to say, it includes all of our practical and execution based group programs but excluding Ignite/Resonance and future additions or extensions to the Ignite program (which are primarily about self discovery and self awareness).
- 3) Any new programs we develop and run that follow on from InnerCircle (excluding Ignite related options).



### Q & A Part 3

**Q) What is a 'Sidekick'?** A) It's someone who is focused on assisting you in the execution of your vision, your personal and business brand and the mechanics of execution of our various programs. Sidekicks act as an extension of your participation. If you choose lifetime transferrable Sidekick membership you should consider there may be additional cost to invest in having them go through Ignite, however, their cost to participate will be at 50% of normal cost to participate. This is of course also a major investment in increasing the value of your human resources.

**Q) How does a Sidekick qualify?** A) By having completed Ignite recently and/or having been an active and upstanding member of our larger community and having contributed to that community.



**Q) When can I add a Sidekick or transfer the Sidekick Membership to another person?** A) Anytime with the proviso of the provisions above.

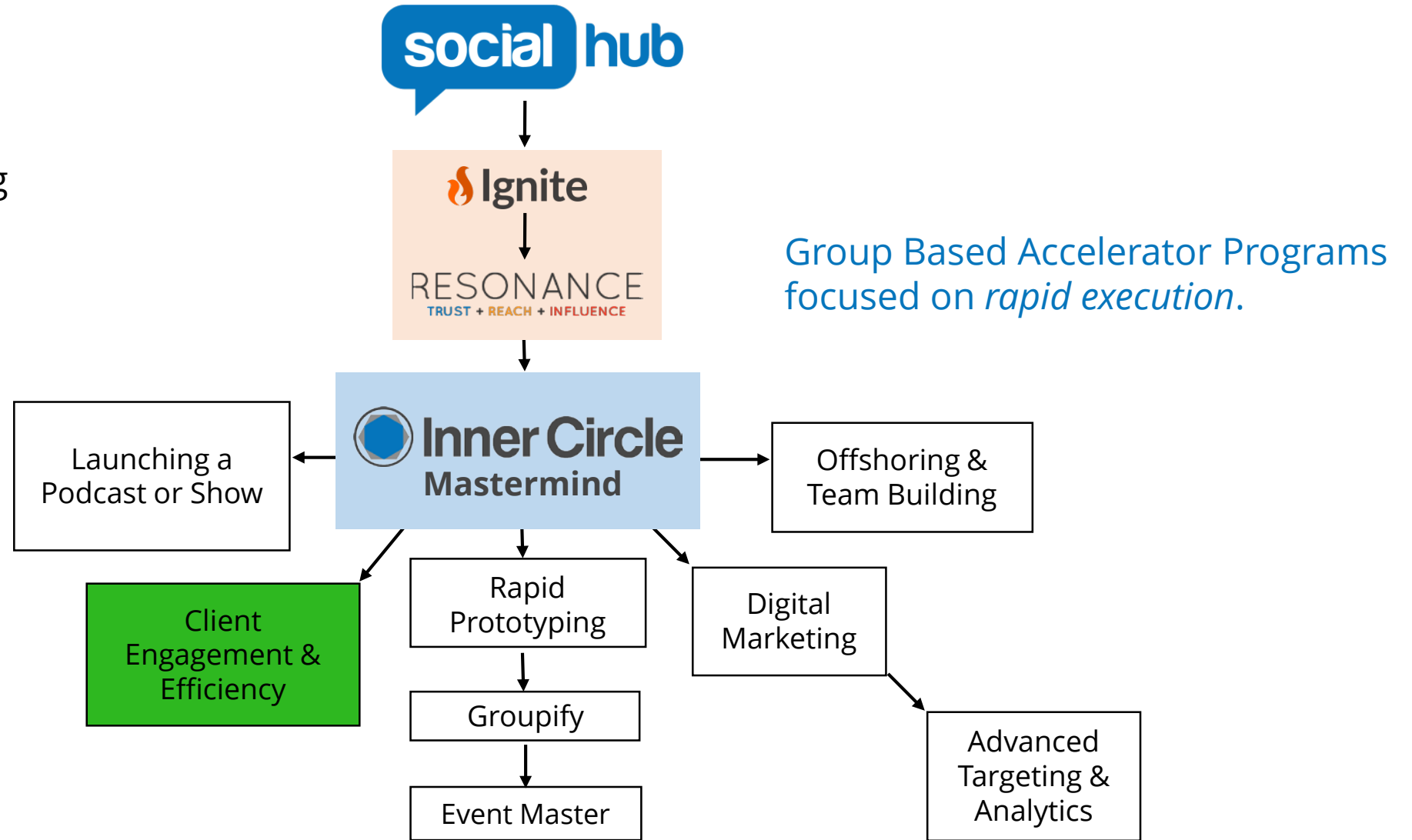
**Q) What can a Sidekick do?** A) Attend all InnerCircle meetings and Masterminds, with or without you. Participate in all group based programs as described above, with or without you, at no additional cost. Considering that in the future most of our specialised programs will be execution based, this represents a HUGE value add to you. Even if you do not have a sidekick now, I believe it would be wise to consider making this investment for the future.

**Q) Can I only choose Sidekick membership?** A) No, a Sidekick membership is invalid without an InnerCircle Foundation Membership.

*Amplify your profit,  
purpose and fun.*

# How does Inner Circle work?

-  Completed
-  In Beta Testing





## Q & A Part 4

**Q) What if it sucks hard, I hate you and want my money back?** We will offer to fix the value gap and throw suggestions at you irrespective of what it takes to *close that gap*. That is, until you let us know the problem is *us*, and only then we will give you whatever percentage of your money back you feel is fair.

**Q) That's a big guarantee, have you ever had to give someone their money back?** A) No.

**Q) Can I speak to current participants?** A) Absolutely, just contact us and we will give you some suggestions for people who most closely resemble your situation. Bearing in mind that when you enrol, you agree to make yourself available in turn for future prospective applicants. All we ask is that you speak your truth and give honest answers when the situation is reversed.

**Q) How can I speed up my execution and reduce my personal commitment?** A) Wherever possible we recommend bringing with you a Sidekick to help support your execution and translate the process into your business. See previous discussion on Sidekicks.

**Q) Who is being invited to participate?** A) The people in our community that I trust, plan to work with indefinitely and who understand the nature of the relationship that I am proposing. People who also understand that this business has a purpose and intends to make a difference in the world. People who I want to have at my back *and* at yours.

**INNERCIRCLE  
FOUNDATION  
MEMBERSHIP**



Membership

One payment of \$15,000 plus GST

**Become a Foundation  
Member**

with Sidekick

One payment of \$20,000 plus GST

**Foundation Membership  
with Sidekick**

To secure your Foundation Membership please make your payment via the button links above or via Electronic Funds Transfer using the bank account and payment amount details below:

**Foundation Membership including GST total = \$16,500**

**Foundation Membership with Sidekick including GST total = \$22,000**

Account Name: Barry Gardner & Co Pty Ltd  
Bank: Westpac  
BSB: 034 010  
Acc No: 232 134

*Amplify your profit,  
purpose and fun.*





**Catch up with Baz**

**SCHEDULE A TIME**

Or give us a call at the LaunchPad on 07 3882 2781  
or email Baz at [baz@thesocialadviser.com](mailto:baz@thesocialadviser.com)

