An Investment In Your Business

Dear Entrepreneur,

I'm writing to ask for your support in sponsoring your Second-in-Command's membership in Second First®.

Second First is a peer mastermind membership built for the Second-in-Command of a founder-led company: COOs, Integrators, Chiefs of Staff, and the operational leaders who turn your vision into daily execution. Most professional communities are built for CEOs. Your right-hand leader has had to figure out this role largely on their own. Second First gives them a structured, facilitated room of peers who sit in the exact same seat.

I understand that investing in professional development opportunities such as ours may require careful consideration of costs, but I assure you that the return on investment will be substantial. When your Second-In-Command is confident in their role, aligned with your vision, and equipped to lead your team, it unlocks a new level of growth for the business.

What your membership investment delivers:

1. A private cohort of peers: Your Second-In-Command joins a hand-selected cohort of up to 10 operators from non-competing industries. They also have access to the extended national community of growth-minded peers who understand the unique challenges and responsibilities of their role. This community will offer invaluable support, insights, and networking opportunities. They will be able to pull from best-in-class companies and implement their learnings into your business.

2. Confidential benchmarking: Each quarter, members compare key financial and operating metrics against their cohort, so you'll both see where the business stands and where the opportunities are. We use company aliases in all written materials, so your numbers stay confidential.

3. Solving Real Business Problems: Before every meeting, members prepare a Report Project on a specific operating topic. Recent topics include the sales-to-operations handoff, developing next-generation leaders, scorecards, and financial visibility. In the Hot Seat, one member's toughest challenge gets the full attention of the group.

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4. Expert sessions and tools they can use right away: Membership includes expert-led virtual sessions on sales, marketing, leadership, and operations, plus a library of downloadable tools and templates.

5. A stronger partnership between you and your Second-in-Command: Everything in the membership is designed around one goal: helping your right-hand leader multiply your impact and drive results toward your strategic objectives.

The Second First membership is $425 per month for a 12-month term, billed monthly. The time commitment is one half-day virtual mastermind meeting per quarter, plus 1 to 3 hours of preparation beforehand. Everything else, including expert sessions and the year-round member community, is optional and recorded for viewing on their own schedule.

I'd be grateful for your support in approving this membership as a professional development investment for your Second-in-Command. If you have any questions, please visit secondfirst.com/membership or reach out to me directly at megan@secondfirst.com.

Thank you for considering this investment in the leadership and operational strength of your business.

Sincerely,

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