

# Dreams are worth chasing.

Dale Partridge's educational membership for aspiring entrepreneurs, bloggers, and dreamers.

Curriculum Overview





## Welcome!

I'm so excited you have chosen to chase your dream and take the next step in creating the life you want.

Whether you choose to enroll in our Basic or Professional program, I am confident you will find the tools, tricks, and tips required to make your business or blog idea really work.

Remember, entrepreneurship is a journey. And you will learn by doing, not just learning to do. Count this year as a commitment to trying, exploring, and not giving up.

I believe in you,

*Dal Puro*

## About Dale Partridge

Dale Partridge is a serial entrepreneur and founder of Sevenly.org, The Daily Positive, and StartupCamp.

Described as “a mind who understands the art of starting”, Partridge teaches startups, entrepreneurs, and everyday dreamers how to form strong ideas, launch lucrative ventures, position their brand, love their people, and develop business models that offer freedom to their founders.

He’s a renowned expert on branding, consumer psychology, and startup strategy. He is an avid speaker and has been featured in various business publications including the cover of Entrepreneur Magazine, Fox News, NBC, INC Magazine, Mashable, MSN Money, Forbes and the Los Angeles Times.

Dale resides with his wife, Veronica, and daughter, Aria, in Bend Oregon.

Forbes Los Angeles Times Entrepreneur



## Why StartupCamp?

An educational membership for aspiring entrepreneurs, bloggers, and dreamers.

We believe college is not always the best answer for entrepreneurs. But we don't believe going it alone is the answer either. It's our goal to:

- Provide starters, bloggers, and dreamers with the shortcuts, blindspots, and tools to turn their ideas into a working business.
- To provide starters with a community of like-minded people to share and amplify their ideas and their success.
- To help starters have more freedom to spend with their families, friends, and hobbies.



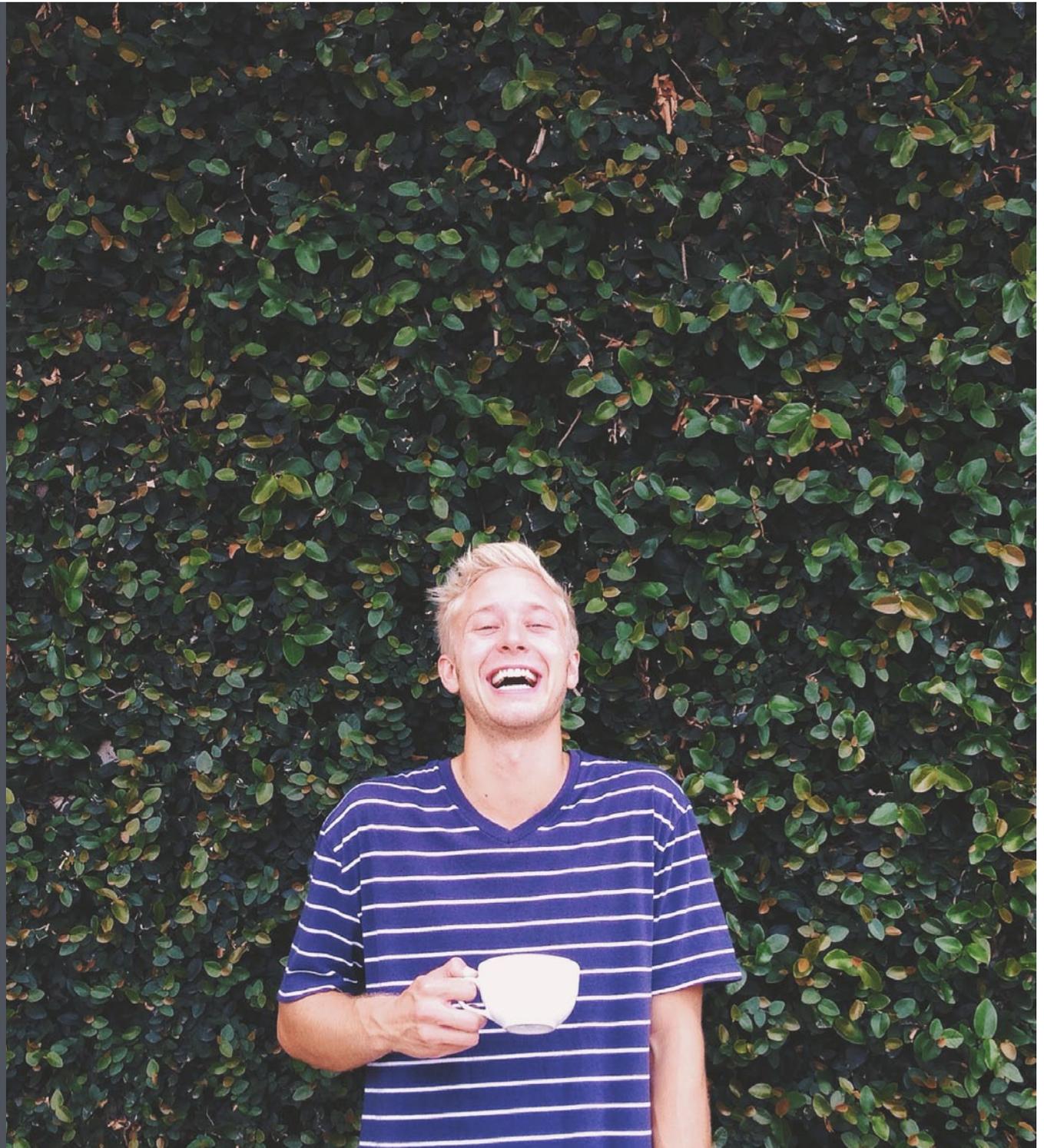


# Entrepreneur Blogger Or Dreamer?

A business should give you more time to spend on the things you like, with the people you love.

Our program was not designed for business people. It was designed for moms, dads, high school graduates, waiters and waitresses, passionate creatives, college dropouts, and anyone in between.

You don't have to be a businessman or woman in a suit to have a successful company. The world wants you and your ideas, just the way they are.



## Basic Camper Membership

- **WHO IS IT FOR?**

Someone who has an idea but might require some learning before they actually press the start button.

*or*

Someone who already has a business and just wants some extra tools and education for their journey.

- **WHO'S IT NOT FOR?**

Someone who is ready to start their business and needs the knowledge of where to begin.

- **WHAT DOES IT NOT INCLUDE?**

Our 12 month coaching course, our private starter forum and Facebook group

- **CAN I UPGRADE LATER?**

Yes. But it's not pro-rated so you will pay the full \$99 regardless of when you switch.



## ProCamper Membership

- **WHO IS IT FOR?**

Someone who has a business or blog idea but does not understand the steps to getting it off the ground.

- **WHO'S IT NOT FOR?**

Someone who already has a healthy, working business.

- **WHAT DOES IT NOT INCLUDE?**

This program includes everything!

- **CAN I CANCEL IF I DON'T LIKE IT?**

Yes, we offer a 30 day money back guarantee. If you don't like the content just let us know and we will refund you.

## Basic Camper

**\$79** /mo

### *Membership Includes*



**Training Articles**



**Weekly StartupShow**



**Monthly Campfire Videos**



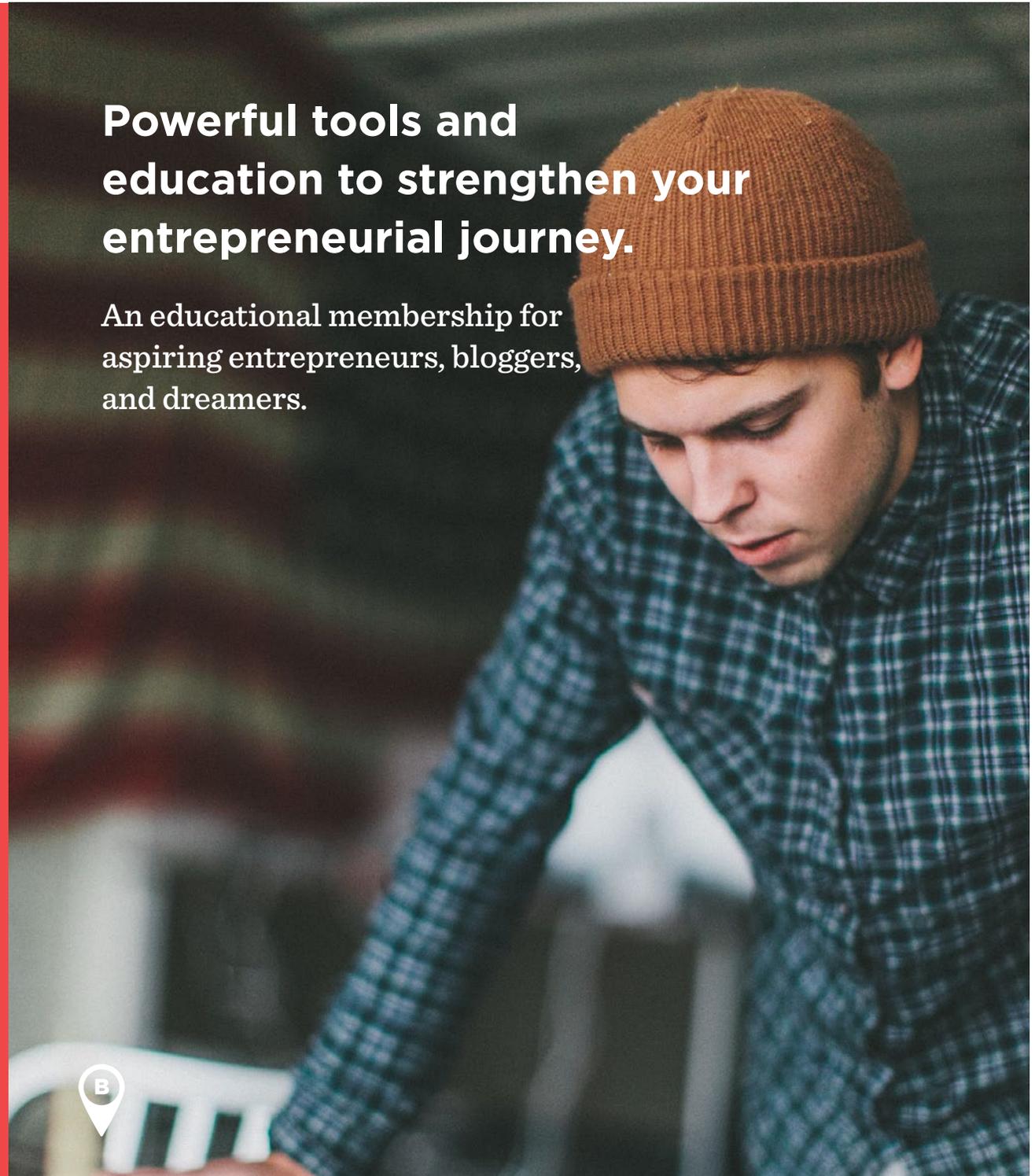
**Monthly Conf. Calls Q&As**



**12 Month Coaching Course**

**Powerful tools and education to strengthen your entrepreneurial journey.**

An educational membership for aspiring entrepreneurs, bloggers, and dreamers.



## Professional Camper

**\$99** /mo

**\$949** /once

### *Membership Includes*



Basic Camper Items



12 Monthly Coaching Videos



12 Curriculum PDF Packs



12 Study Guide & Checklists



Forum & Facebook Group



Invite to Startup Summit

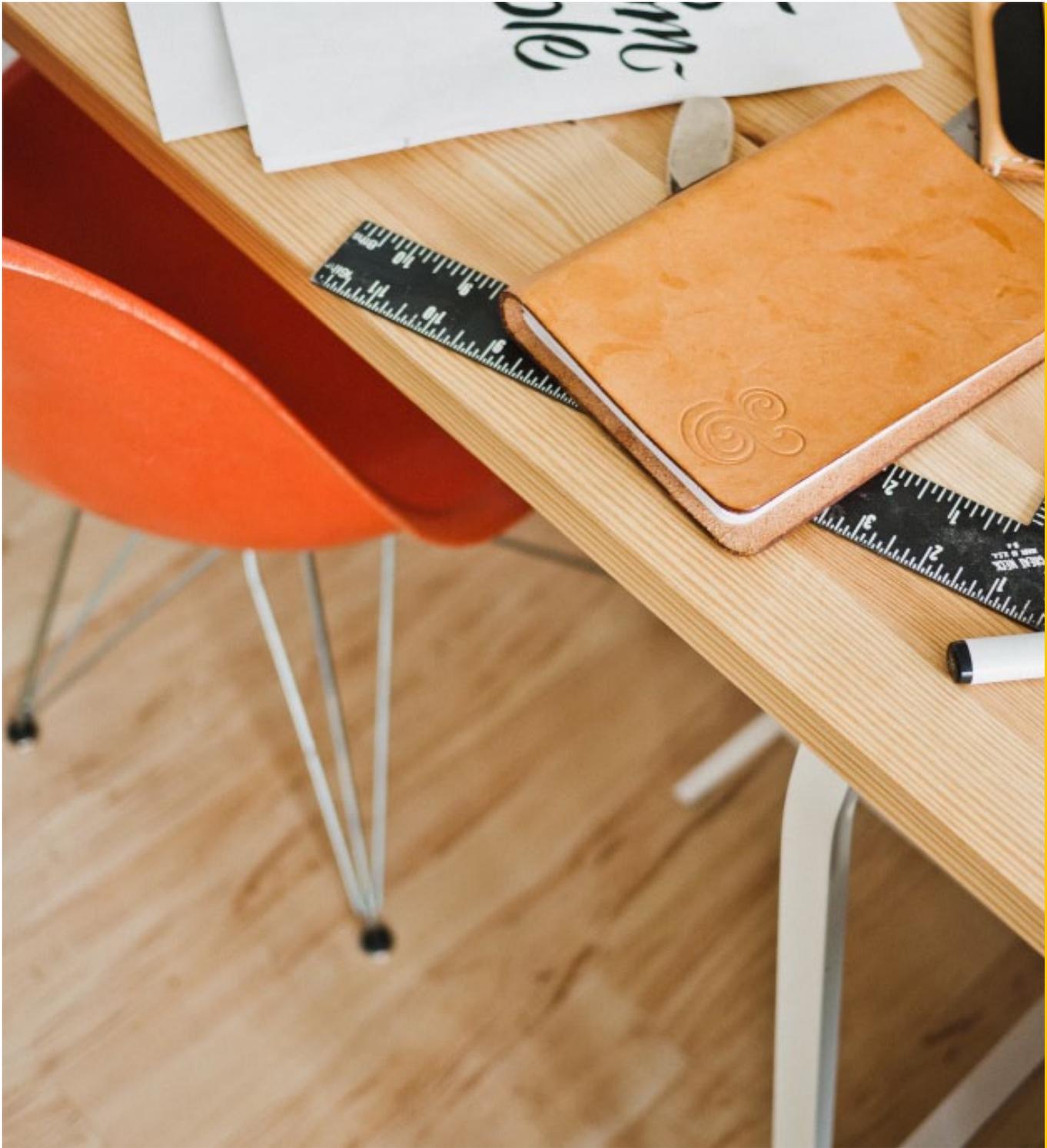
**A step-by-step guide for turning your idea into a working business.**

An educational membership for aspiring entrepreneurs, bloggers, and dreamers.



# 12 Month Coaching Curriculum Overview





## Section 1: Prepare

We understand starting a new business can be intimidating. The modules in this section are aimed to prepare your mind and plan your route.

-  **Module #1**  
“Personal Preparation & Idea Development”
-  **Module #2**  
“Essential Business Planning & Legal Development”
-  **Module #3**  
“Branding & Design That Captivates”
-  **Module #4**  
“Architecting A Beautiful Website”

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### Completion Time

120 Days



## Section 2: Launch

It's our hope you will be launching your business within this section. The modules to come are focused heavily on tactics and strategy around sustaining the first four months of your new business.



### Module #5

“How To Launch Loud”



### Module #6

“Platform Crushing Social Media”



### Module #7

“Key Analytics, Tools, Reporting”



### Module #8

“Advanced Marketing Tactics”

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### Completion Time

120 Days



## Section 3: Grow

Your business is up and running. Growth might be slow but it's steady. This section is focused on optimization, strength, and long term success.



### Module #9

“How To Run Lean & Optimize Profits”



### Module #10

“Creating A Captivating Customer Experience”



### Module #11

“Building A Cult-Like Tribe”



### Module #12

“Building Systems For Personal Freedom”



## Completion Time

120 Days

# Frequently Asked Questions

## Is StartupCamp a one-time fee or billed monthly?

StartupCamp is billed monthly. However, if you purchased the discounted “pay up-front” package, you will be charged only one time. If you choose the monthly package, your credit card will immediately be charged \$99. You will be charged again for \$99 approximately 30 days later, and then again every month for 12 months.

## Is there any long-term commitment?

No. You can cancel your membership any time. If you purchased at the discounted up-front price however, we do not offer refunds 30 days after your purchase.

## What will I receive every month?

Regardless of when you become a Professional Camper, every 30 days you will have access to a new module’s content in chronological order. This also applies to the pay up-front option.

## If I Get Busy And Miss A Month Can I Still Get The Materials?

Yes. Each month’s materials are rolled out one module at a time. If you don’t have the time to complete the module, you can download all the materials (videos, PDF’s, study-guides, etc) and complete them later. Or simply login to your dashboard when you have time.

## If I Cancel, Can I Still Access My Content?

While your membership is active you can download any current material. If you cancel your membership, you will not be able to access any StartupCamp material. If you paid in full up-front, you will have access for 12 months to all materials.

## Do you offer any guarantee?

We do offer a 30 day money back guarantee. If you are not satisfied with the course, we will issue you a refund.

# Contact Information & Customer Support

## Our Customer Support System

StartupCamp offers both phone (limited) and email support. Our support staff is small so it's during the business week, it may take us up to 24 hours to get back to you.

## Customer Support Email

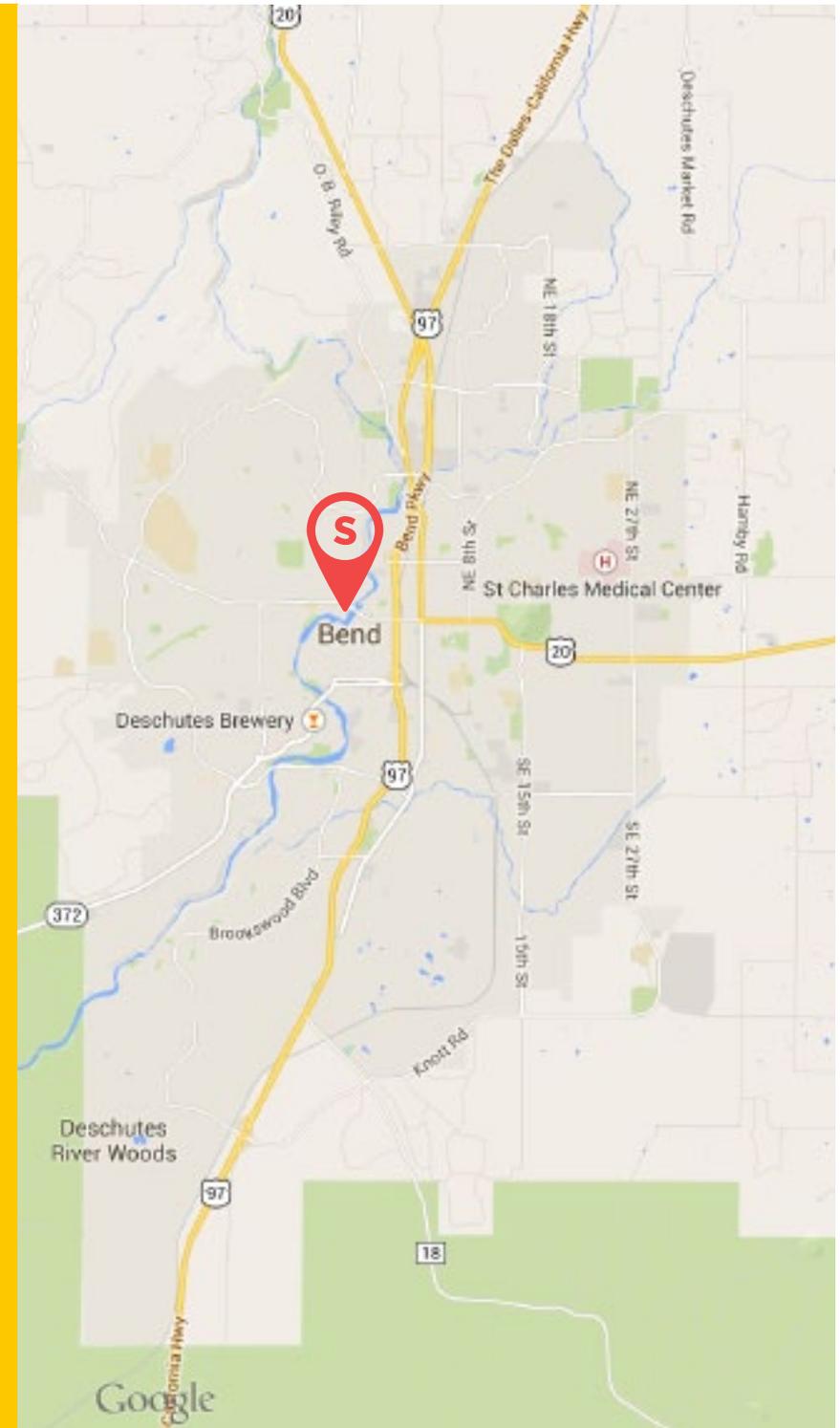
**Support@StartupCamp.com**

Emergency Customer Support Number  
10am-3pm M-F

**541.223.5508**

## Mailing Address

**70 SW Century Dr.  
#100-503 Bend, OR 97702**



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