



BUSINESS **STARTUP**

BLUEPRINT

INTRODUCTION

TRANSCRIPT



Hey, I'm Brandon Vaughn, CEO of Wise Coatings, serial entrepreneur, and a regular guy. I was homeschooled through high school and never went to college.

I started my first business the day I turned 18, and I believe I've made just about every single mistake you could make as a business owner. I've had successes, but I've also had hard failures.

I've lost my house, put my firstborn daughter's birth on a credit card, been on food stamps, and faced crippling debt.

When I started my cleaning business, I had zero clue what I was doing. I've been very fortunate to have a ton of mentors and coaches along the way.

Since then, I've built over 12 companies from scratch, turned them into multi-million dollar organizations, and had several successful multi-million dollar exits.

Today, I have eight companies with zero day-to-day responsibilities because I've hired CEOs and GMs to run those businesses.

But again, I'm nothing special.

I've learned to surround myself with people much smarter than me. I'm positive that if I can do it with no money and no experience, just by getting started, so can you.

The goal of this course is to share everything I can in a quick, to-the-point format about starting and scaling a business. In the next course, we'll talk about how to scale and grow that business.

I'm going to arm you with the foundation and knowledge to get started on your own. Maybe at some point, we might decide to become business partners. Regardless of what path you're on, I hope this course is a valuable resource for you.

So let's jump in and get started.

Summary of Key Points:

- **Background**

- Homeschooled through high school, no college education.
- Started first business at 18 and made many mistakes along the way.
- Experienced both significant successes and hard failures.

- **Challenges Faced:**

- Lost his house.
- Put his daughter's birth on a credit card.
- Used food stamps and faced crippling debt.

- **Business Achievements:**

- Built over 12 companies from scratch into multi-million dollar organizations.
- Had several successful multi-million dollar exits.
- Currently owns eight companies with hired CEOs and GMs running them.

- **Key Insight:**

- Success attributed to surrounding himself with smarter people.
- Believes anyone can succeed with no money and no experience by just getting started.

- **Course Goal:**

- Provide quick, to-the-point guidance on starting and scaling a business.
- Prepare participants with foundational knowledge to get started.
- Open possibility for future business partnerships.