

**Each meeting will include 30 minutes of content and 30 minutes of group sharing and accountability to ensure everyone is on track to achieve their goals.*

Wednesday, July 25th 2018

Topic: How to Build a Strong Brand (and protect it)

Speaker: **Justus Getty, USNA '04.** Justus is an attorney with [Duane Morris LLP](#), an AmLaw100 firm with more than 800 attorneys in offices across the globe. His work is primarily focused on the acquisition, enforcement, and licensing of patents and trademarks. His practice is also focused on startups, entrepreneurs, and early stage companies. He is an adjunct professor at Georgetown University Law Center, where he teaches "Intellectual Property for Startups." He has worked with more than 40 startup companies to protect their Intellectual Property to position them more competitively in the marketplace.

Thursday, August 9th 2018

Topic: Writing Killer Sales Copy

Speaker: Kacey Ma, <http://www.hungrytypewriter.com>. Kacey has been instrumental in writing/editing the email campaigns for the SABM Accelerator launches. She has written for national brands, social media agencies, and small businesses. She has covered content in a variety of industries (food and beverage, medical, agricultural, and financial, to name a few).

Wednesday, August 22nd 2018

Topic: Creating a Niche Podcast to Grow Sales

In this meeting, I will show you all the tools I use for the SABM podcast and provide you with a system so you can set one up easily and make it a marketing machine for your business.

Wednesday, September 12th 2018

Side Hustle Case Study: Brian Olivier will take us behind the scenes and share lessons learned from his Kickstarter campaign.

Wednesday, September 26th 2018

Topic: Creating a Million Dollar Business on Amazon

Speaker: Ben Arneberg, USAFA '12. Ben is the Co-Founder of 3 ecommerce companies with a recent 7 figure exit. CEO of Willow & Everett, a quickly-growing ecommerce company with multiple direct-to-consumer brands. Founder of Product Fuel, which helps innovative brands and products crush Amazon sales. Investor in tech and ecommerce.

Wednesday, October 10th 2018

90 Day Goals: Each member will share wins from the previous 90 days and their goals for the next 90 days along with specific challenges to overcome and help needed from the group. Please include goals in these categories: Business, Financial, Spiritual, Family, Relationships, Mental, Health, and Fun!