

Part 3

THE

P.O.W.E.R.

PLAY

Mastering The Art
Of Activating Other
Peoples Money

UNBOUND


J.W. CRAWFORD



I am excited to be part of this mission with you. “The POWER Play: Mastering the Art of Attracting Other People’s Money” is a culmination of 20+ years’ experience, wins, losses, insights, and lessons learned in the art of crafting a compelling pitch to secure the capital needed to turn your dreams into reality. This book contains the exact template I used to help my clients raise \$21 Million between 2015 and 2023.

Raising capital is the most powerful skill you need to become an Unbound Entrepreneur. Unbound Entrepreneur is more than just a “catchy” name I thought was cool for a community of high achievers. It was the name chosen for me by the experiences in my life and business. This may resonate with you on some level, because most of us have been exactly where I was. No matter how hard I worked to create a life of fulfillment and prosperity for myself and my family there always seemed to be something holding me back. Chains that kept me tied to the very things that were not producing the change I wanted to experience in my life. And it was not until I discovered how to access the mindset, training, tools, and most importantly a system to implement them all, in concert together, that I was able to break free of those chains.

It is in that freedom to live to my potential and to walk my own path, the name “Unbound” was manifested into being.

Like so many people before me, who have reached levels of success that I still have my sights on, I learned the key to all of it is learning the art of leverage. Leveraging time, knowledge, experience, and of course, leveraging money. I am here to talk OPM. Other people’s money and how to get it.

The thought alone of raising capital can be terrifying, but with the right foundation, systems, and a powerful pitch, you can unleash the full potential of your ability to attract capital. Inside these pages, I am here to give you simple clarity, in the essential elements that make a power pitch truly captivating and persuasive.

We will dive into the P.O.W.E.R. framework—Powerful, Outrageous, Workable, Enticing, Replicable—which forms the backbone of an effective power pitch. Each section provides valuable insights and practical detail to help you communicate your passion, ambition, and the viability of your venture to potential investors.

By understanding the power of your “why” and infusing it into your pitch, you will create a compelling narrative that resonates deeply with others. We will explore how to set ambitious goals that may

initially seem outrageous, but have the potential to inspire others to join your cause and believe in the impossible.

I will guide you through the process of developing a workable plan that showcases a clear path to success. We will examine the importance of articulating your strategy, milestones, and resources, ensuring that your vision is not only visionary but grounded in practicality.

Furthermore, we will explore the art of crafting an enticing proposition that captures the attention and imagination of potential investors. Shining light on the financial, social, and spiritual rewards that await those who join your venture, painting a vivid picture of the undeniable impact that awaits them.

Lastly, I will discuss the significance of creating a replicable and scalable model, allowing your venture to thrive beyond individual personalities and capabilities. We will explore how systematizing your approach and making it easy for others to implement can enhance your chances of attracting the investors who are just right for you and your opportunity.

You're getting actionable advice, real-world examples, and thought-provoking exercises that will help you refine and strengthen your power pitch. By mastering the art of conveying your passion, ambition, and potential rewards, you will be equipped to secure the capital needed to bring your vision to life.

Together, we will embark on this mission to unleash your capital attraction machine.

So, let's dive into designing your POWER Play!

Joseph Crawford

Founder – J.W. Crawford Management & The Unbound Entrepreneur

Powerful:

THE P.O.W.E.R. PITCH begins with a powerful underlying motivation. This core driving force, often referred to as the "why," is what sets you apart and propels your venture forward. It should emanate from a deep-rooted purpose that ignites your drive and resonates with others.

When crafting your power pitch, it is essential to communicate your genuine passion. Share your personal connection to the mission or vision you are pursuing. This authenticity allows potential investors to connect with you on a deeper level, enabling them to understand the intrinsic value and significance of your journey.

By effectively conveying the power behind your purpose, you inspire confidence in potential investors. They recognize the authenticity and sincerity behind your motivations, instilling faith in your ability to navigate challenges and drive the venture towards success. This emotional investment is crucial as it not only validates your vision but also sparks a sense of shared purpose and commitment.

A powerful power pitch compels potential investors to become advocates for your cause. When they witness the fervor with which you pursue your mission, they become more inclined to align themselves with your venture and contribute to its growth. Your unwavering belief in the power of your idea becomes contagious, spreading enthusiasm and attracting individuals who share your passion.

Furthermore, a powerful pitch instills a sense of purpose beyond monetary gains. It showcases that your venture is not solely driven by profits, but by a genuine desire to make a meaningful impact. This resonates with socially conscious investors who are seeking opportunities to contribute to positive change in the world.

The power behind your purpose is the foundation of a compelling power pitch. By authentically communicating your genuine passion and personal connection to your mission, you inspire confidence, evoke emotional investment, and attract like-minded individuals who are not only willing to invest financially but also to join you on your journey towards achieving something truly remarkable.

Outrageous:

Being "outrageous" within your power pitch is crucial for capturing the attention of potential investors in a crowded and competitive landscape. When your goal is perceived as ambitious, even outrageous, it immediately sets you apart from the conventional ideas and projects that may flood the market. This audaciousness becomes a powerful tool for creating intrigue and piquing the interest of investors, encouraging them to delve deeper into the potential behind your seemingly "insane" idea.

By showcasing the audacity of your vision, you command attention and create a compelling narrative that captivates the imaginations of your audience. It sparks curiosity and creates a buzz around your venture. When people encounter something that challenges their preconceived notions and pushes the boundaries of what they believed was possible, it ignites a sense of excitement and opens their minds to new possibilities.

Investors are often on the lookout for groundbreaking ideas that have the potential to disrupt industries and reshape markets. They are attracted to bold entrepreneurs who are willing to take calculated risks and challenge the status quo. By presenting an outrageous goal, you position yourself as a visionary, someone who can think outside the box and envision a future that others might not see.

However, it is important to strike a balance between being outrageous and maintaining a sense of credibility. While your goal should be ambitious, it should also be grounded in reality. It is essential to demonstrate that you have thoroughly analyzed the market landscape, identified gaps or opportunities, and developed a strategic plan to achieve your audacious objective.

When presenting your outrageous goal, provide compelling evidence and logical reasoning to support its feasibility. Showcase your research, market insights, and potential for disruptive innovation. By doing so, you build trust and confidence among investors, assuring them that your audacious idea is not mere wishful thinking but a well-thought-out strategy backed by solid reasoning and analysis.

Incorporating the element of outrageousness within your power pitch can significantly enhance your chances of capturing the attention and interest of potential investors. By presenting an audacious goal, you stand out in a competitive landscape, spark curiosity, and create a compelling narrative that showcases your visionary thinking. However, it is crucial to strike a balance between being outrageous and maintaining credibility by providing logical reasoning and evidence to support the feasibility of your audacious idea.

Workable:

The workability of your pitch is a fundamental aspect that instills confidence in potential investors. While audacity and ambition are important, investors also need to see a clear and pragmatic plan that demonstrates how your goals can be achieved. A workable plan provides a logical path to success, outlining the necessary steps, milestones, resources, expertise, and timeline required to turn your vision into reality.

To ensure the workability of your plan, start by breaking down your overarching goal into smaller, manageable objectives. Each objective should have a specific and measurable outcome, allowing investors to track progress and evaluate the feasibility of your strategy. By presenting a series of achievable milestones, you demonstrate that your goals are not merely grandiose ideas but concrete targets that can be reached.

Moreover, a workable plan should clearly articulate the resources and expertise required to execute your strategy. Investors want to see that you have a realistic understanding of the resources needed, whether it's financial capital, technological infrastructure, or human talent. Highlight any partnerships, collaborations, or strategic alliances that can bolster your chances of success. This demonstrates that you have considered the practical aspects of your venture and have a solid plan to acquire the necessary resources.

Furthermore, providing a timeline is crucial to showcase your project's feasibility. Investors want to know how long it will take to achieve key milestones and when they can expect returns on their investment. Develop a realistic timeline that considers potential challenges and allows for contingencies. This demonstrates your attention to detail and your ability to anticipate and navigate potential obstacles.

A workable plan is essential for gaining investor confidence. It shows that you have thoroughly considered the steps, resources, expertise, and timeline necessary to achieve your goals. By breaking down your objectives into achievable milestones, providing a comprehensive roadmap, and considering potential challenges, you present a clear and realistic vision that investors can trust. Remember, investors are looking for tangible evidence that your goals are attainable, and a workable plan provides precisely that assurance.

Enticing:

Enticing potential investors is a crucial aspect of your power pitch when raising capital. To create a truly captivating proposition, it's important to emphasize the significant potential for various types of rewards: financial, social, and even spiritual.

Financial rewards are typically a primary consideration for investors. Clearly outline the potential for impressive returns on investment, showcasing data and projections that support your claims. Highlight any unique revenue streams, market differentiators, or innovative business models that set your venture apart. By presenting a compelling financial opportunity, you tap into investors' desire for lucrative investments.

However, it's equally important to go beyond financial gains and appeal to investors' broader motivations. Consider the social impact of your venture and how it aligns with investors' values. Emphasize the positive change your opportunity can bring to communities, industries, or even the world. Whether it's addressing a pressing societal issue, promoting sustainability, or fostering inclusivity, illustrating the social impact creates an emotional connection with investors who prioritize making a difference.

Moreover, explore the potential for spiritual rewards in your power pitch. This goes beyond traditional notions of profit and encompasses personal fulfillment, purpose, and alignment with one's core beliefs. Highlight how investing in your venture can provide investors with a sense of meaning and contribute to their personal growth. This approach resonates with individuals who seek more than just financial success and are motivated by a deeper sense of purpose.

To make your pitch even more enticing, paint a vivid picture of the future. Use storytelling techniques to describe the transformative impact and benefits this venture will bring. Create a compelling narrative that captures the imagination of potential investors, allowing them to envision the positive outcomes of their investment. By evoking emotions and aspirations, you motivate investors to take action and join your journey.

Ultimately, an enticing proposition should make potential investors lose sleep over the possibility of missing out on the opportunity you present. It should create a sense of urgency and instill a fear of regret. By highlighting the potential rewards in all their dimensions—financial, social, and spiritual—you create a power pitch that not only attracts investment but also resonates with investors on a deeply personal level.

Replicable:

The concept of repeatability holds a lot of weight. While individual charisma and expertise may initially capture attention, a truly effective power pitch goes beyond personal charm. It incorporates a systematic and replicable approach that can be understood and implemented by anyone involved in your venture.

Investors, driven by a desire for long-term growth and mitigated risks, seek ventures with well-documented and scalable models. They want assurance that their investment is not a one-time opportunity dependent solely on the charisma of the entrepreneur. Demonstrating the repeatability of your system instills confidence, as it suggests a higher probability of sustained success.

To achieve repeatability, it is vital to outline a clear and structured process that underpins your opportunity. Break down your methodology into distinct steps, illustrating how each contributes to the overall success of the business. Communicate how these steps can be easily replicated, allowing for consistent results even with different teams or individuals at the helm.

Documenting your processes, procedures, and best practices is crucial in establishing repeatability. Create comprehensive manuals, guidelines, or training materials that outline the necessary actions and provide clear instructions. This enables new team members or stakeholders to quickly grasp and implement the proven strategies that have contributed to your venture's success.

Furthermore, emphasize the scalability of your approach. Investors are drawn to opportunities that can grow and expand beyond their initial investment. Showcase how your model can be adapted to different markets, regions, or customer segments. Highlight the potential for increased revenue streams or partnerships that can be leveraged to achieve exponential growth.

By emphasizing repeatability, you demonstrate that your venture is not dependent on a single visionary leader but on a well-defined and replicable system. This reassures investors that their investment is not tied solely to one person's abilities or circumstances, reducing the risks associated with individual dependency.

Your processes and systems being replicable and is a crucial factor in attracting investors. Developing a clear and replicable process instills confidence in the potential for long-term success and scalability. By documenting your approach, emphasizing scalability, and showcasing the potential for sustained growth, you enhance the appeal of your venture to a wider investor base.

Crafting a compelling power pitch for raising capital involves combining the power of your why, the audacity of your goals, a workable plan, an enticing proposition, and a replicable model. By effectively addressing each focus, you create a comprehensive pitch that showcases your passion, ambition, feasibility, and potential rewards. Remember, your power pitch is not only about securing capital but also about creating a lasting impression that attracts investors who believe in your vision and want to be part of your journey.

The P.O.W.E.R. framework—Powerful, Outrageous, Workable, Replicable—provides a roadmap for building a compelling power pitch to raise capital. By harnessing the power of your why, you tap into the driving force behind your vision, inspiring confidence and emotional investment. Embrace the outrageousness and audacity of your goals, challenging the status quo and capturing the attention of potential investors who are drawn to visionary ideas.

Ensure your plan is workable, with a clear and articulate strategy that demonstrates the feasibility of achieving your goals. Present a roadmap that showcases the necessary resources, expertise, and timeline required for success. By instilling confidence in investors, you lay the foundation for a fruitful partnership.

Craft an enticing proposition that highlights the significant financial, social, and spiritual rewards that await investors who join your venture. Paint a vivid picture of the future impact and benefits, aligning your offer with their values and aspirations. Create an irresistible offer that keeps them up at night, contemplating the potential missed opportunities if they don't seize this chance.

Finally, emphasize the repeatability and scalability of your model. Show investors that your success is not dependent on individual charisma alone, but on a well-documented, replicable process that can be executed by anyone involved in your venture. This mitigates risks and increases the potential for long-term growth, appealing to a wider investor base.

To take the next step and transform your power pitch into a reality, I invite you to schedule a complementary Market Domination Consultation, valued at \$250. In this consultation, we will identify your perfect investor avatar, building a comprehensive profile to understand their needs, desires, and pain points. Additionally, we will design a custom marketing plan tailored specifically to speak directly to that avatar, maximizing your chances of success.

Don't miss this opportunity to unlock your venture's full potential. [Schedule your complementary consultation](#) now by visiting our website or contacting our team directly. Together, we can turn your power pitch into a captivating reality that attracts the investors who believe in your vision and want to be part of your remarkable journey.

One more thing;

When you first get started in business you're all about big ideas and big dreams. You have a plan to make the world – or some small part of it – better, whether that's more efficient, more equal, more convenient, or just more fun. You've spent months, years, maybe even decades of your life with your idea: researching, renewing, revamping, reimagining, and all the while dreaming of the day that those ideas finally become reality.

By the time you get to the point where you're ready to launch your 1st investor fundraise, that day is so close you're practically ready to explode with anticipation and excitement. These investors have the one thing that stands between you and transforming your life and the lives of the ones you love...

Capital, Money, Bread, Scratch, Cheese, Greenbacks...

No matter what you call it investors provide billions worth to real estate and startups every single year. These investors are idea people, too: passionate about being a part of great opportunities. Even though that passion often shares the stage with an equally important concern: Return on investment.

But despite the essential role investors play in the lives of real estate investors and entrepreneurs, there are surprisingly few quality resources for us to turn to in order to get reliable, straightforward information about investors, what they look for, and what entrepreneurs need to do in order to successfully earn their attention and support.

My goal and the driving force of The Unbound Entrepreneur is to change that,

The good news is that now is an incredible time for startups to connect with investors that share their vision. The internet has created and continues to create new ways for entrepreneurs to reach out to investors, and the passing of the JOBS Act in April 2012 and the subsequent rise of crowdfunding has forged new pathways to investor wallets.

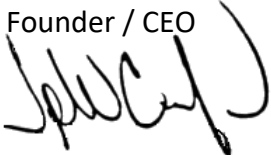
The bad news is that attracting investors and their capital still takes a lot of work. It's a grueling, time-consuming, and often frustrating process. If investments were made in companies based on merit alone, the world would look a whole lot different than it does today. The fact of the matter is that there are a lot of factors that go into investors' choices of which opportunities to invest in and which to let pass.

Join me on a one on one, [Consultation](#). I can't wait to be part of your journey and your success.

J.W.Crawford Management & The Unbound Entrepreneur

Joseph Crawford

Founder / CEO

A handwritten signature in black ink, appearing to read 'JCrawford', written over the printed name 'Joseph Crawford'.