

BACKPOCKET COO

# PAINTED PICTURE DECEMBER 31 2010

**Make Your Dreams Happen**

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## PAINTED PICTURE

The best way to ensure that dreams become reality is to take the vision from our mind and share it with people. My following vision, what I call my *Painted Picture*, is a vivid mental image of what BackPocket COO will look like, feel like, and act like by December 31<sup>st</sup>, 2010.

### Overall

"Why" I do what I do is so clear. I love helping entrepreneurs make their dreams happen. Since "Why" I do what I do is clear, "How" I do what I do is also clear. I run Growth Camps, Speaking Events, BackPocket COO programs and sell books & DVDs that help entrepreneurs make their dreams happen. Listening to my inner voice filters my decisions for me. I call on and trust my gut. Feeling jazzed about working with an entrepreneur to make their dreams happen, has my dreams unfolding making it fun, with time and money being abundant for me. My company BackPocket COO grows because entrepreneurs keep telling each other about me and how I've helped them. Companies feel compelled to hire me to help them because "Why" I'm doing what I do resonates with them. I have an "I'd Rather Do..." list, which helps me say no to contracts I don't want because I have tons of things I'd rather do in life than work with a company that doesn't fit. I only work with clients that "fit" with me like my clothes & car do. I know when a client feels like a fit for me.

### Success

I'm already successful. I feel successful every day. I no longer try to prove anything to anyone. Internally I'm excited at how successful I already am. I don't get caught in "The GAP" because I no longer focus on the horizon to feel like I've made it. I am already there. Everything else I do and start to acquire or achieve is simply a bonus. I'm so happy in the present just being able to spend time taking the kids to school, having time mid-day to spend with Jane and having frequent 2-3 hour lunches with friends mid week. My dad's father was right.

### How I Feel

People keep telling me that I look so relaxed. I feel really lucky to be doing what I'm doing. My days are fun filled, relaxing and my time is my own. I'm excited to help entrepreneurs in every interaction I have with them. I feel appreciated by others that I work with. I comfortably accept the praise people give me and I let it sink in. I know I make a serious difference to the success of each of my clients. I feel confident in working with companies ready to go public so I can share in their upside. I always have and continue to view life through a pair of rose colored glasses. I'm exactly where I'm supposed to be.

### Mentor Board of Advisors

"Thirty companies or people have already figured it out". I simply connect to those who have already figured it out and do what they did. I'm known as a "connector" because of how many people I know and regularly call on, leveraging social networks like LinkedIn & FaceBook. It feels awesome being connected to and learning from such a great group called my MBA.

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## Culture and Spirit

My work with entrepreneurs is a balance of play, extrasensory overload, rigorous work and excitement around the plans and systems we build together. I only work with companies who I want my family name attached to. I have admired Milton Wong for this since I met him – I don't compromise.

## Brand / Image

My brand rings true with people. When they meet me and see my brand they "get it". I am respected, well liked, and people are heard saying "I need a Cameron". My look has a Brooks Brothers confidence, J.Crew casual feel to it. People who know me constantly say "wow this is such a great fit for you".

## Leadership

Clients say that I've helped hold them accountable to do the things they needed to do to really grow their company. Companies value me as a senior leader they can have on their team but can't afford full time. I get results. Clients consistently say that my leadership has saved or made them millions of dollars.

## Communication

I don't have a filter – and I'm admired for that. People know they can trust me because I say exactly what's on my mind. I think out loud – and that is something I'm respected and hired for. People comment that my brand is a breath of fresh air because I say what I mean. I don't sugar coat things. I say what people are thinking – but don't feel comfortable in saying. I have set up my company so office politics don't exist and everyone I work with is energetically communicating for the good of the entrepreneurs we're helping.

## Customer Service

My clients are very clear about my promises and feel like I deliver on them. My client companies feel lucky to have me helping them. They feel like they have paid well for my services but received great value in return. They feel like they get great value from every interaction with me. They liken hiring me to buying a safety net provided by a Volvo, the sleek designed systems of a Saab, and the mindset I work with them in which has the agility of a BMW. My clients repeatedly say they wish they had me full time – but are thrilled they have me for the time they do.

## Programs

I run focused programs, which I don't deviate from. My Speaking Events are about Cameron Herold's leadership and growth expertise and the systems and content provided by BackPocket COO. My presentations are very Seth Godin'ish having almost no words on the slides allowing me to work from a "conscious stream of thought". I am a frequent speaker to YPO chapters in the USA, Canada & Internationally. My Growth Camp program regularly happens 10 times per year. The locations I host them at in Whistler, Vancouver & Quadra Island are all top notch. All programs are a cross between TSB, Millionaires Club & The Idea Factory. I've started doing 1 Day Growth Camps with groups of entrepreneurs in cities I am speaking in to leverage my travel. My BackPocket COO program has received rave reviews from clients and has me working with companies that end up going public while I'm working with them. All programs have branded and trademarked modules. My books' focus on leadership lessons for entrepreneurs and their teams. The books have also helped raise awareness of my personal brand.

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## Systems

I outsource more and more using Virtual Assistants by sending work to places like India where I can get top work done to help me and my clients at a fraction of the cost. I have learned from Jack Daly how to build my company with no full time employees on payroll yet having people who work full time on commission.

## Media

The media regularly turns to me as an expert. The media covers what I do and shows companies my programs as a perfect example of outsourcing. After Growth Camps I am able to generate media in client's cities about what we did together as an added bonus for the client and further building my brand. The speaking events I do garner me local media coverage. The media coverage is shown on my website and the list and credibility of the outlets covering me continues to add clients and build my personal brand.

## Profitability

I make a lot of money doing what I do. I have my programs structured to be paid in advance. I have long term programs in place with equity and stock options with clients allowing me to participate in the upside I help create. We have no family debt. I earn over 7 figures a year net and I semi-retired at 45 years old. I am on track so that I have enough passive income streams and savings that by the time I am 50 I can begin working more with socially entrepreneurial ventures. BackPocket COO owns resort properties that my family will use for generations helping us build a strong family like Thunder Beach did. My network pays me residuals for work that I'm able to generate for them.

## My Family & Friends

I regularly spend time with friends and family before I'd think of working. I only go on the road to be in cities I want to go to or to cities I can take family or friends with me. We take what others think of as long chunks of holiday time together each year. I work on building relationships with my friends old and new and I proactively pick up the phone to call them just to say hi. Fitness is back as a part of my life and I spend time weekly running, golfing, playing tennis or skiing. I go hiking every summer. I spend time with people who are positive and I regularly "fire" the negative people from my life if they haven't learned "The Secret". I include my family and friends in my 101 Goals and try to be a part of theirs also.

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