



The “Ben and Jerry” of Coffee, only we’re funny...

## *A Brilliant Business Investment Opportunity*

*(The Short Version)*

[Watch the Video](#)

### OVERVIEW

Hi, my name is Nick Hetcher. This is a quick overview of the Ricky and Larry Coffee Club Company for your investment consideration.

Our product is smooth, delicious... **COFFEE.**

The name of our company is the **Ricky and Larry Coffee Club.** It’s where **great coffee** and **humor** unite.

Coffee may be one the all-time best products ever to sell.

Next to water, coffee is the *most* consumed beverage in the world. A “consumable” product is much better than a one-time purchase product, as people will keep buying our coffee again and again and AGAIN!!

Over 400 MILLION Cups of Coffee are Consumed Every DAY just in the USA!! Over 2

BILLION worldwide, daily. It's a multi-billion dollar a year business in America. We only need a very small part of that to become an *extremely* successful multi-million dollar a year company in 3 to 5 years. In this proposal I'll show you how we'll accomplish this.

I know first hand the popularity of coffee, several years ago I was the #6 income earner (of over 50,000 home-based distributors) in America in a huge, global direct sales coffee company called Gano Excel. I was sponsored and mentored by the top distributor there who went on to co-found *Organo Gold Coffee Company*. That was about 8 years ago. They probably do close to a billion dollars a year in business now in 51 countries. I followed him to Organo Gold and did very well, and then sold my coffee distributorship in 2013.

The Ricky and Larry Coffee Club is where people buy coffee by the bag over the Internet, and/or join our "club" and get it ***automatically delivered to their home every month via our subscription program.***

**Coffee** is our product. **Humor** is our marketing approach to reach the vast world of coffee drinkers. We deliver it right to our customers/members front door.

Our slogan is, The "*World's Smoothest, Most Delicious Coffee.*"

We want to be the **first to market coffee with comedy** on the Internet in a big way. That's why we need to move swift and hard right now, as "first mover's advantage" will help catapult **Ricky and Larry Coffee Club** into the fast-track to success.

Why a **Coffee Club**? I hope the reason is obvious to you why we chose to use the coffee club (a "monthly" subscription) business model. There's a lot more profit for us, and a lot less work and marketing/advertising costs when people are getting our coffee **every month via auto-shipment**. Of course people will also be able to purchase our coffee products individually *whenever* they want via our website, Amazon, ebay, etc.

The **Ricky and Larry Coffee Club** is destined to become the next ***super success story*** in the massive multi-billion dollar coffee industry in America.

**Our goal is to become a "household name" in America.** We will do it, and I'll show you case studies how other companies who started small and with products with much less potential became huge success stories, and how we will accomplish major success like this, and why the big *numbers* I project make sense.

For starters... we'll begin selling our coffee on the Internet. This market alone has the potential to make us an *eight or even nine-figure* company, however, we may also explore getting into coffee shops and various specialty type shops, and potentially big-box chains such as WalMart, Sam's Club, Target, and Costco, and possibly on QVC and Home Shopping Network. NOTE: We'll prove and build out the *Internet* sales model first, and "later" *consider* the other options.

***Think of us as the "Ben and Jerry" of Coffee, but much funnier...*** what we mean is that we'll eventually have a variety of coffee blends and name to reach different people groups, such as: pet owners, sports enthusiasts, Nascar, Christians, Millennials, baby boomers, etc. We're starting out with a "zombie" theme because it makes great business sense at this time.

***Our business model is kind of like the Dollar Shave Club?*** Our business marketing approach is similar in that we market the product over the "Internet," and it's a monthly subscription club. And, we market with humor.

Think about recent "online" success stories like *Dollar Shave Club* who sells cheap razors (something all men can easily get at their local WalMart, or a dozen other stores, for the *same* price or less) that is valued at \$500+ million dollars (yep, half a BILLION BUCKS) in its first 3 years in business selling online to adult men, using a humorous marketing approach. They have over **2 "million" customers on their monthly subscription** currently.

Keep in mind, they do "not" have some unique product. The *monthly subscription* is a part of their brilliance. The humor is the other. It is not the razors themselves.

***Coffee has so much more to offer than men's razors.***

**Here are 5 good reasons why "coffee" is a far superior product for us to market:**  
**1) beards** are still hot, **2) many** men use electric shavers, **3) other** than a few bearded ladies in freak shows, usually only men use these razors, **4) there's** also a *lot* of competition in this space, such as *Harry's Shave Club* which is valued at \$300 million dollars in 3 years, and several others including Gillette Shave Club (with something like 15 million mailorder customers), **5) there's** no "emotional" attachment to your razor like there is to coffee. People buy stuff on emotion.

Remember that "women" buy coffee as much as men... so coffee also has a **much**

**larger** market size than razors.

**We'll market with HUMOR because it works!!** Think about what the gecko, caveman, and pig did for **Geico**. Not that many people really knew who Geico was, until their funny ads hit the TV in 1999. Now *humor* has made them a *\$20+ billion dollar a year* company and virtually everybody in America knows who they are. Their advertising works *extremely* well, so much so that in the advertising world it's called the "*Geico Effect*." The State Farm "Jake" ads work like magic as well. A duck turned Aflac into a \$13.5 billion a year company. Seriously... Humor and INSURANCE???

Humor and Coffee makes much more sense and gives us loads of marketing avenues to run down. We already have several killer video ads ready to be shot and marketed. They are HILARIOUS and will go viral.

Besides crowd-funding (which we'll do in a big way), targeted advertising online, digital and social media campaigns, contests, marketing thru "influencers," etc., I have some really great publicity stunts we'll be rolling out as well. ***One of them will cost just \$100 and could be worth millions in publicity and sales*** (I'll share a lot of these marketing tactics below, and on the phone or in person with you, all except this \$100 one I just mentioned. It's GOLDEN and you'll have to trust me on this as I can't share it with anybody until it's "show time.")

You have not seen marketing like what we will do with the ***Ricky and Larry Coffee Club***, anywhere to date. This is how we will become a household name.

***Coffee and Comedy*** is a great concept that will work in a huge way for us. I know from many years of personal sales experience that if I can get somebody to laugh, they will buy what I'm selling. Walt Disney even said that if people are having fun, they'll spend more money.

I am **100% committed** to do whatever it takes (ethically speaking of course) to build **RICKY and LARRY COFFEE CLUB into a hugely successful company!!** I am very passionate about this and very excited to get started within the next couple of weeks or so.

Next, let's look at **Why** and **How** - **Ricky and Larry Coffee Club** is the best financial investment you may see in your lifetime.

**Below is a *sample bag mock-up*.** (It will be tweaked for production. It's designed to "grab" the customer's attention. Other mock-ups are in our 50 page "longer" proposal).

Do not let our first "Zombie" theme coffee name scare you. We chose it intentionally for marketing purposes. Over time we'll have several other themes that are not zombie related.

# DEATH TO ZOMBIES™

Fresh Roasted Coffee for Humans

**THE  
CURE**

For "Zombie Brain"

**World's  
Smoothest  
Most  
Delicious  
Coffee!!**

Certified  
**ORGANIC**  
Fair Trade

**100% ARABICA (Ground) NET WT 12oz**

Back of the bag (mocku

# The World's Smoothest, Most Delicious Coffee!!

Stop feeling like a Zombie. Drink **Death to Zombies** coffee and feel **ALIVE** again! We call it... **THE CURE** for "Zombie Brain" (that zombie state-of-being when you wake up every day).

You're about to taste some of the smoothest, most delicious 100% Arabica, fair trade, organic coffee in the world. **Lucky You!!**

On a more serious note: Our roasters use their senses to carefully develop each batch to the peak of each coffee known as the "sweet spot" - the ultimate balance of flavor, body, aroma and brightness. Small Batch roasting ensures every coffee is fresh and at peak flavor.

A portion of every bag feeds starving children thru **World Vision**.

So Drink, Enjoy, and Live Life to the fullest by starting every day with a couple of cups of Ricky and Larry's delicious coffee.

100% Arabica artisan, specialty coffee  
"carefully" fresh roasted to perfection.

Start with 2 Tbsp. coffee per 6oz water.  
Then adjust to your personal taste.

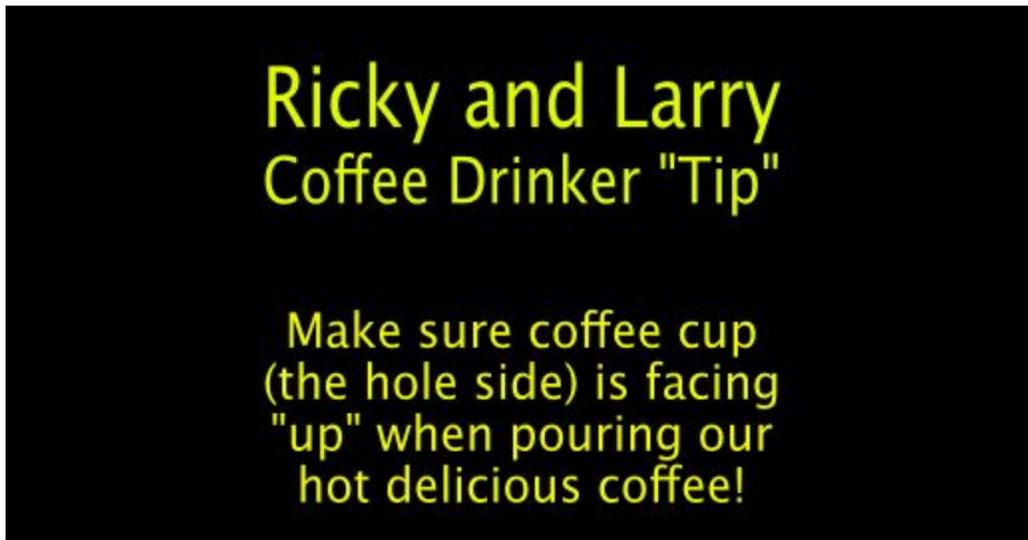
Make sure to join the **Ricky and Larry "Coffee Club"** and get our delicious coffee delivered to your door every month. **RickyAndLarry.com**

**Ricky and Larry**  
**Coffee**  
**Club™**



P.O. Box 5101, De Pere, WI 54115  
90 day money back guarantee

Bottom of bag



\* With 10's of millions of Zombie fans just in the USA (who love anything Zombie) our coffee will quickly become a big hit.

**Keep in mind...** Our "brand" is the **Ricky and Larry Coffee Club**. (The "Zombie" coffee is simply our first coffee name. Kind of like "Ben and Jerry's Ice Cream" where eventually we'll have lots of choices and market to different people groups).

The **Ricky and Larry Coffee Club** will start with *one* great coffee product. Our *first* coffee is called "**Death to Zombies**." **Dead Zombie** and **Zombie Breath** will follow. (We will offer other coffees beyond Zombie blends such as cool "animal" name brands. We even have a "Sasquatch" blend in the pipeline).

And no, Zombies are not evil or real. Think of them as modern day Frankensteins.

Here's an example of how popular they are. A beer called "Zombie Dust" can't keep stock on the shelves and even had to pull back from stocking many stores due to the *extreme* demand for their beer. People "love" all the crazy craft beer names, and they will love our coffee and crazy coffee names, too.

We feel right now with the Zombie crazy still very hot with no signs of letting up, we can get much, *much* more attention and sales (and viral sharing in social media) than calling our coffee something like "Nick's Mountain Grown." We'll start with a fresh ground version, and very likely also offer beans and k-cups soon to follow.

## A Few Other Potential “Future” Coffee Blends

(I have some very funny marketing and promotional stuff we can do with these themes, too. Plus we have many other “people groups” we’ll venture into over several years).



## General Company Description

**Mission Statement:** We offer the world’s smoothest, most delicious coffee, with humor, to all coffee lovers.

**Goals:** To have a fun, healthy, extremely successful company that is a leader in customer service and that has a very loyal customer following who can’t wait to buy more of our coffee, and share us with all of their friends.

**Objectives:** To consistently reach and even exceed our annual sales targets as outlined within this document.

**Business Philosophy:** To become the most fun place to shop for the World's Smoothest, Most Delicious Coffee.

**Who is Our Market?** Anybody who likes great coffee and a good laugh. A report from Harvard University reads, the National Coffee Association says 54% (**135 million**) of Americans over the age of 18 drink coffee every day.

**Our most important experience and core competencies that will make Ricky and Larry Coffee Club a huge success:** Extensive knowledge of sales, conventional, social media and digital marketing, branding and advertising, public relations, copywriting, training, team building, loads of great connections, management, successful prior seven figure company ownership, great people skills, plenty of passion, and of course humor.

**Giving Back...** A portion of profits will go to worthy charities. The first one we have chosen is **World Vision**. We expect to support thousands of children daily.

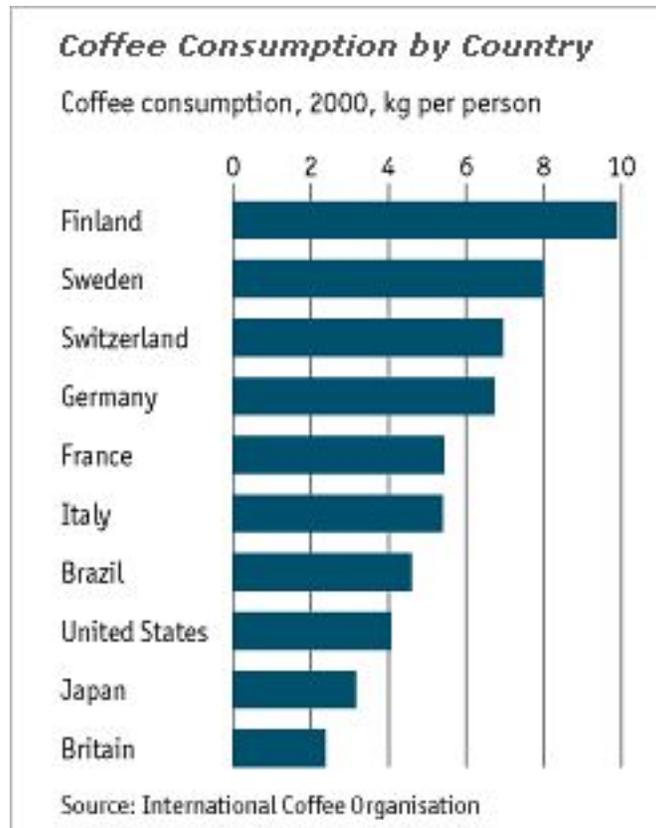
**Legal form of ownership:** Corporation

**Coffee Statistics** (Market Research:Industry Statistics & Trends)

**What percentage of people drink coffee?**

**Coffee Consumption:** Over 50% of Americans over 18 years of age drink coffee every day. This represents over **135 million daily drinkers**. 30 million American adults drink specialty coffee beverages daily; which include a mocha, latte, espresso, café mocha, cappuccino, frozen/iced coffee beverages, etc.

More statistics in our longer version proposal.



## **Why use “Humor” to Market Coffee? (*And, who are Ricky and Larry anyway?*)**

Humor done right, **WORKS** like a charm!! Humor done correctly sells like nobody’s business, and will help us to sell much more coffee than if we did not use it. Nobody else in the coffee space is really using much humor in marketing, YET!!

**Ricky and Larry** are two characters I created many years ago. Both guys are funny, likeable, and very capable of selling multiple millions of dollars of **Ricky and Larry** coffee. (Note: My son, Nicolas also does great “Ricky and Larry” impressions, so it’s a great back up). We’ll have other characters, too, and our customers will be encouraged (bribed) to make (clean) funny videos and pictures and share them, as well. You’ll soon see funny **Ricky and Larry Coffee Club** everywhere.

Bottomline... Other than great coffee, a good team, and hard work; good humor will be

a major key to help us become a mega successful company in the next few years.

## Why I'm Qualified and the right leader...



**Gano Excel Coffee Company...** Formerly, I was the #6 income earner in this multi-million dollar US direct sales home-based **coffee company** with over 50,000 total distributors.



I owned a lead generation company and we did over a **million dollars in sales its first** year in business in 1992.



I secured the trademark CheeseHead in 1995 and created a clothing line called Cheese Wear. Football legend Reggie White became my "MVC" (Most Valuable Cheesehead) and helped us market (we sold it in 1997).



I quickly became the **#1 distributor** for an online company called Green Zap and built a membership team of over **300,000 people in my first year**. Here's the CEO's recent testimonial for me: <https://youtu.be/jPAPA7S9SHE>



I started as a radio DJ, and went on to do **comedy newscasts** and podcasts online => [Matrix Exodus Newscast](#) (The characters have since improved in look)



Here's my funny newscast (*audio podcast version*): [CLICK HERE](#) to listen. Is that **Robert De Niro** introducing me?



I wrote the “**Prospecting Bible**.” It’s an online manual with over 250 different ways to find prospects and customers for any business.



I have done over **5,000 voice-overs** for: TV, radio, videos, websites, etc. Listen to a sample: [Audio4U.net](#).



I trained closely under **Mark Joyner** in an 8-man mastermind, he’s known as the “Godfather of Internet Marketing.” (I became good friends with his contemporary Mike Enlow and then Mike’s son-in-law amazing entrepreneur and screen Andy Duncan. Mr. Duncan was kind enough to do a video testimonial for me here: <https://youtu.be/Uc9XlySMW0Y>).



**Don LaPre**... TV Infomercial star of the mid-1990s. Remember his, “*I made millions of dollars from my one bedroom apartment*” late night infomercials?

*“Nick Hetcher is a top-notch marketing guy and copywriter. With all the people I have ever worked with, he is one of the best! His think-out-of-the-box concepts could change the way you do business forever! I highly recommend him if you want to brand yourself, your business, and get the edge over your competitors. In other words, get him on your team before the other guys do! He might instantly help you skyrocket your sales!” - Don Lapre*

\* [CLICK HERE](#) to listen to a **short audio** on what Don LaPre said about me and coffee.



**Jerry Kramer...** I was the #3 recruiter in the USA (of over 100,000 independent home-based distributors) right from my second month with a network marketing company called *Nutrition For Life (NFL)*. Jerry Kramer was the CEO and we worked together in Wisconsin several times.



**John Heffron...** I first saw John on TV every week when he won NBC's *Last Comic Standing*. We became friends and have worked together on a couple business projects. I have interviewed him twice. And, yes I do have his cell phone number and we stay connected to this day.



**Steve Roye...** Steve is a good friend of many years. He's been a comedian, and now trains many of today's top comics at: [KillerStandup.com/](http://KillerStandup.com/) Probably get some of the comedians he trains to do some funny videos for us. Listen to Steve's recent testimonial for me: <http://www.byoaudio.com/play/WkBFXsR7>



**Joel Comm...** I was able to interview Joel a few years ago. We hit it off and have worked together since. He's the New York Times bestselling author of "The AdSense Code." He also created one of the first "Fart" apps and has earned over \$1,000,000 so far selling it for 99 cents. He's one of the top social media experts.



**Jim Meskimen...** Jim's mom (Marion Ross) is "America's mom" from the *Happy Days* TV show. Jim is a friend who I'll call on from time to time. He's a brilliant voice-over actor. Jim was a finalist on "[America's Got Talent](#)" season 8. He did introductions for me (actually, in exchange for coffee. The truth) in perfect impersonations of: Robin Williams, Morgan Freeman, Robert De Niro, Jay Leno, etc. And, of course I will use them to help market **Ricky and Larry Coffee**. We may also get Jim involved in some of the video marketing. He's amazing.



**What About Lynn?** Lynn was the manager of a music store (age 21) when we met. I was a radio DJ. She's owned her own successful painting and decorating business for the past 15 years. She's extremely creative and an out-of-the-box (yet very practical) thinker. (I always tell her she should be in a think-tank) Lynn is one of the hardest and most organized workers you'll ever meet. She'll be an incredible asset to **Ricky and Larry Coffee Club**. She's the love of my life, best friend, and the reason I get up early and make coffee every morning.

Below are actual celebrity comments on my newscast...



**Elisabeth Hasselbeck** (TV's ~  
"The View" "Survivor," and  
"FOX News") " That was  
great. LOL, that was so  
funny Nick, thank you."



**Alonzo Bodden** (NBC's Last Comic  
Standing winner) "Thanks Nick,  
good luck with the new site and  
show."



**Erin Murphy** (Tabitha on  
"Bewitched." Currently, TV host):  
"Hey Nick, You're so funny! I  
always enjoy stopping by for a  
laugh." Erin

## Marketing and Branding

NOTE: I go into a little more detail in a longer version of this proposal (ask me for it).  
However, here's the basic overview.

**Coffee** is the second most consumed beverage in the world.

### **Humor Sells!!**

***The Walking Dead...*** is the "most watched show in all of television," and was renewed for a 7th season. Zombies are incredibly popular (we "start" with a "zombie" coffee brand, and will grow from there as we deem wise and timely).

You can be sure the actors and producers in Zombie TV shows will get a free bag of "Death to Zombies" Coffee.

These three combined create a BIG WINNER!!

**Crowd Funding...** Crowd Funding will be an important part of our initial launch as it continues to raise funds without diluting the company, and even more important in the early stages it opens the door to additional funds in *pre-sales* of our product and hundreds or thousands of “brand ambassadors” sharing the Ricky and Larry Coffee Club (we’ll even provide them with great content to share) with their social network of friends, who will share it with their tribes, etc. We’re creating a simple yet very powerful crowd funding campaign designed to get our message shared fast and hard, and funded well. I’m even working on it already, as I write this Action Plan.

**OUR MARKETING (BRANDING) MUST be DiFFERent...** This gets us noticed which is one of the key differentiators to making us the house-hold name we intend to become.

## What Bag Stands Out to You?



**Social Media and Digital Media...** Facebook (and Facebook live streaming), Instagram, Twitter (and Periscope), Youtube, Google, etc. will be utilized in a major way and extensively. *The majority of the marketing we do, especially in the first year or two will be done in these arenas, however, we'll also be marketing off-line such as getting samples to radio and TV stations and doing interviews, attending trade shows, and as stated earlier, possibly getting into retail shops, etc.*

**Paid Marketing...** In most cases, paid advertising is the most effective way to start building a business fast, especially in the beginning.

We'll use paid marketing primarily online starting on Facebook by targeting “coffee drinkers” and also “Zombies fans,” and we'll also advertise in Google searches and on

YouTube. It allows us to “target” market people (buyers of our coffee), thus hitting the *right* people at a much lower cost than conventional marketing (TV, radio and print). We will “follow” people around the Internet also, it’s called “**re-target marketing**” and it works great and is very cost effective. We’ll also pay “Influencers” (some will take our coffee to promote us, some will want money) to promote us to their tribe who know, like and trust them, thus buy our coffee and join our club. Many of these people have 10’s of thousands of responsive followers.

**Sweat Equity and Viral Marketing...** Some of our initial marketing will be *sweat equity*, such as me (and our Marketing Brand Ambassadors) who will be pounding our own **Ricky and Larry Coffee Club** Facebook Fan page (Click to see it: [Ricky and Larry on FB](#)), Twitter and Instagram pages and driving people to [RickyandLarry.com](#) (not built yet but will be very cool).

**Ninja marketing tactics in coffee and zombie social media “Groups”...** Just one Zombie group on Facebook (*The Walking Dead*, the most watched TV show in the world now, has over 34 million Facebook fans. It’s a massive group of people who “love” anything Zombie, and many will share us with their friends). We’ll also be placing funny video and picture advertisements to these people. They will “eat this up,” and share us. Yes, pun intended. This marketing method alone will crush it for us.

Also, “**one to one**” **direct marketing** on these kinds of social media is powerful and we’ll be all over that, marketing to “*Groups*” in social media sites such as Facebook, Instagram and Twitter. I’m extremely good at these kinds of marketing tactics and will teach our rabid fans (our *ambassadors*) how to be “ninja marketers” for **Ricky and Larry Coffee Club**. We won’t be paying our ambassadors, other than offering “bribes” (some free coffee and funny Zombie t-shirts) thru an APP on our web pages that makes it easy for them to share us with friends, and us to *automatically* track what they do. We can also use virtual marketers who cost us around \$2 to \$3 per hour.

**Brand Ambassadors...** We’ll supply our coffee drinkers, the title of **Ricky and Larry “Brand Ambassador,”** and supply them with funny stuff to place on their personal Facebook, Instagram and Twitter walls to promote us, often. We won’t be paying our ambassadors, other than offering “bribes” (some free coffee and funny Zombie t-shirts) thru an APP on our web pages that makes it easy for them to share us with friends, and us to *automatically* track what they do.

**Funny Video Contests...** We’ll hold contests to get people to submit their own funny or

interesting Ricky and Larry short videos. Of course they'll give us permission to use them, and they'll be sharing them on their social media walls, thus giving us yet more great branding and promotion.

## Prizes to People Who Share Ricky and Larry Coffee with Friends!



**These are our own designs**

## ***Several other ways to sell our coffee:***

- 1) We'll also allow approved **affiliate marketers to resell our coffee online** such as at **Amazon** and on **ebay**, and possibly to **retail stores**.
- 2) We may also work thru **affiliate companies** whom have thousands of affiliates looking for good products to sell online.
- 3) Future Consideration: Besides selling in coffee and specialty shops, we can explore selling to: **food distributors, grocery stores, restaurants and bars** also.
- 4) Future Consideration: Coffee sales reps could get us into **small businesses who supply their employees with free coffee**.
- 5) The “**college**” market will be huge for us as well.
- 6) We will do videos of people doing **taste tests** with Ricky and Larry coffee and Starbucks (and use the ones where we win of course).
- 7) **Trade Shows**.
- 8) Future Consideration: We could also explore a “**home party**” division in the future.
- 9) **Press Releases**
- 10) **Radio and TV interviews** (Ricky, Larry and I will be doing some fun interviews with podcasters and on Radio and TV interviews.
- 11) **Wild Publicity Stunts** (I have many fun stunts planned, and one incredible publicity stunt that will cost us \$100 and is worth millions in free advertising and sales).
- 12) Live funny stuff on “**Periscope**.” (Facebook also offers a live video feature now).
- 13) **Funny video ads** on **Facebook and Youtube** next to (and inside on YouTube) popular videos and “Coffee” and “Zombies” on YouTube and Coffee and Zombie pages on FB.
- 14) **Hire a social media company...** to work with us on marketing.
- 15) **Social Media Manager**: We'll hire a great one.
- 16) A **Fund Raising** division is under consideration (We could clean up here)
- 17) More to come...

A lot of our marketing will be designed to go “viral.” I can't say enough good about the reach we can have for little expense, by using funny videos and pictures that get shared, and shared, and shared. This will be worth millions of dollars in free advertising.

**Here's one example of my own personal social networking skills...** A few years ago, I was the #2 person in Wisconsin with the most Twitter followers (I manually built it to over 35,000 followers), so I know how to make big things happen in social networks, fast. I have not worked on building that Twitter following for over 3 years and **I'm still the #5 most followed person followed in Wisconsin.**

I also have about 5,000 friends from all over the world on my *personal* Facebook page. I plan to build a Facebook fan page of 10s of thousands, potentially 100s of thousands of friends in the first 3 years. Here's the start to our FB fan page below (Of course I'm not promoting it yet). FB page start: <https://www.facebook.com/RICKYandLARRY>

Facebook page for **Ricky and Larry**. The page header includes navigation links for Page, Messages, Notifications, and Publishing Tools. The main banner features the text **Ricky and Larry Coffee Club™** and **RickyandLarry.com**, with a small profile picture of one of the men. Below the banner are tabs for Timeline, About, Photos, Likes, and More.

The left sidebar contains the following elements:

- 1 person likes this
- View Pages Feed (See posts from other Pages)
- Invite friends to like this Page
- ABOUT: <http://RickyandLarry.com/>
- PHOTOS: A grid of images showing the men's faces, including a "Before" and "After" comparison.

The main content area shows a post from **Ricky and Larry** (1 min ago) with the text: "World's Smoothest, Most Delicious Coffee... RickyAndLarry.com (Plus, our coffee actually makes you funny, happier and better looking. Proof below)." Below the text is a large image titled **Ricky and Larry Coffee Club** showing two side-by-side portraits of a man. The left portrait is labeled **Before** and shows a man with a serious expression and a forehead scar. The right portrait is labeled **After** and shows the same man smiling broadly, with the scar still visible.

World's Smoothest, Most Delicious Coffee... (Plus, our coffee actually makes you funny, happier and better looking. Proof above and below).

Good videos go *viral* and that can potentially mean millions of views (potential *long-term* customers) at no extra cost to us. A weird example is people are doing \$25K to \$75,000 a “day” selling weird things like a rubber “horse head” mask on Amazon.

**Influencers...** We'll give free coffee samples to “Influencers” who have massive following on the Internet for their “review.” This can get us out to *millions* of future customers fairly fast. There's software to help us find these people fast. We'll also get samples to *radio DJs* for their promotion and free interviews with Ricky and Larry. What fun, and better yet, a lot more free exposure!! Influencers alone can bring in million in sales fast.

Bottom line... People will see and hear about us virtually everywhere!!

Influencers are the people with a huge social media following who do what the influencer suggests, such as to try Ricky and Larry Coffee, or join our club. We'll do things like bribing the Influencers with free Ricky and Larry coffee. Trust me, I know how to get to these people, get their attention, and get *action* from some big influencers!! It only takes one or two to get a snowball rolling downhill effect. I have done it before.

I'll work to get *several* influencers on our side. A few may even be Hollywood celebrities. I have a few excellent connections personally, and there is ninja type software to even help us find a ton of very targeted influencers. Some influencers will do it just because we sent them coffee to try and report to their tribe. Some may want money as well, but it can be well worth every penny. I know some top influencers personally who have massive followers.

## **Competition on the Scene...**



**Death Wish Coffee...** is a new coffee

on the market which sells their coffee online by the 16 oz bag for \$20. Recently they participated in a small business contest and WON as the top #1 company out of 15,000 competing, and won a TV commercial that got played during the Superbowl. Here's their thank you video: <https://youtu.be/J5JVXgbUGz8> (Here's the cool Superbowl ad they won: <https://youtu.be/CLgQdz8ZoW4>). They were KILLING it (pun intended) even *before* this ad. I think they won because of all the press (and viral action) they got and the fact that it's... **COFFEE!!** They are also on the first page on Amazon when you type in the word "coffee." We will be there as well.

Other (Monthly Subscription) Coffee Clubs... There are other coffee clubs such as *Moustache Coffee Club* (12 oz bag for \$19): [www.moustachecoffeeclub.com](http://www.moustachecoffeeclub.com), and a few coffee clubs that offer different coffees each month (which maybe they would pick up our coffee up as one of their monthly coffee choices).

**Ricky and Larry Coffee Club...** can and will become a major competitor to coffee companies like *Death Wish Coffee*, in fact our goal is to blow *far* past them within 24 to 36 months. I have loads and LOADS of awesome marketing ideas that will make **Ricky and Larry Coffee Club** a household name!

## How We'll Make Money?

Using the various marketing and branding approaches we talked about in the marketing section above, here's how we believe the making money part will break down...

We'll start selling on the Internet thru our social media pages, others social media pages, digital and social media advertising, re-targeting ads, Amazon and Ebay sales, affiliate sales, etc.

The reason for the "**Coffee Club**" concept is to get the vast majority of our coffee drinkers to get on our "automated" monthly subscription so once they are getting (and I might add, *loving*) **Ricky and Larry** coffee every month, they need to take action to stop the auto shipments and it's just easier letting us keep sending them the world's smoothest, most delicious coffee to them month after month and month!! The "club" is an ingenious way that allows us to sell them "one-time" and not have to keep trying to re-sell them for each bag of **Ricky and Larry** coffee every time they run out.

12oz bags are very popular in the coffee world now, and they save us a "lot" on shipping over a 16oz bag. If each 12oz bag costs us about \$5.50 to \$5.90 (*beautifully* printed bag included) and we retail it for \$17.95 which keeps us competitive in the specialty coffee online space. Shipping and handling will be \$3.99 for the 12oz bags. We'll try to upsell 2 or more bags for their monthly shipment, and maybe offer free shipping when they get 3 bags. We estimate many customers will order 2 bags or more monthly and the average profit per monthly subscription customer will be between approx. \$11 (1 bag) to \$27 (3 bags with freeshipping) per month. We'll offer specials to encourage customers to purchase *multiple* bags every month.

Before you say, "Is \$17.95 for a pound of premium super smooth and delicious 100% arabica coffee too expensive? - keep in mind that many people pay as much as \$1,000 for 16oz of Kopi Luwak coffee from Thailand (beans picked from cat stool), and \$855 for 16oz of Black Ivory Coffee (the coffee beans are picked from Elephant stool) if they can even get it. Our online competitors are charging between \$15 to \$25 for a 12oz to 16oz bag. And, let's not forget the millions of people who gladly hand over *several* dollars every day at coffee shops like Starbucks for a "cup" of coffee.

### **INCOME EXAMPLES** (not guarantees):

When only 5,000 of our club members are on our monthly autoship program and we're

averaging \$15 per order profit per month, that's a \$75,000 monthly profit.

When we have only 10,000 monthly members, that's \$150,000 in monthly profit.

100,000 members is \$1,500,000 in monthly profits.

And so on...

Our 3rd year goal is to have between **250K to one-million** people from around the world buying a bag or more of **Ricky and Larry Coffee** every month. It will take a tremendous effort and a lot of hard work of course, but we believe it's possible.

## How Much Investment Money is Needed?

Contact us to find out.

## What Will the Investment be Used For?

See the "Day to Day Action Plan" document.

## Projected Cash Flow

There are many ways to project profits. Let me use a simple one that I think will make sense to you, and I feel is realistic.

**First year:** We project a minimum in gross retail sales of **(contact us for details)** minimum in our first year of business. Looking at one segment of our total coffee drinking audience, if only 1 out of every 100 zombie fans (or 1%) of the 34 million Facebook fans of the Walking Dead, purchased just one small bag of our **Death to Zombies** coffee this first year, that would bring in gross sales of **(contact us for details)**. What if that 1% also were on our "monthly subscription" program (avg. of \$29.95)? That would then bring in over **(contact us for details)** in sales a year. Or, let's just say that only 10% of those 1% (or 34,000) people we're on our monthly subscription plan. That would still add about **(contact us for details)** in sales. Our Zombie coffee *culture* will spread like wildfire (Virally online. Remember, we'll also be

supplying people with funny creatives like videos and images to share with their friends) so 1% of those fans is “very” realistic. Actually, we think we could see as much as 3% to 5% or more purchasing our coffee products, many getting on the monthly subscription plan. Plus, a ton of non-Zombie people who like our coffee and humorous marketing as well.

A new Crowd Funding company called, “Smash Fund,” will revenue share with us for our social links due to us setting up a crowd funding platform for the Coffee Club. 25% of that revenue we get will additionally be used for payback to our investors, to enable them to re-coop their investment faster.

**NOTE:** Now if **Dollar Shave Club** has over *2 million monthly subscribers* in just 3 years (and that’s competing with Harry’s, Gillette and a dozen other shave clubs, plus the WalMart’s of the world) and it’s only for adult men. And, **Alfac** insurance does annual revenues of over \$13 billion with their funky little duck. And **Geico** is surpassing \$20 billion in yearly sales with all their weirdness... I believe that **Ricky and Larry Coffee Club** can have a million or more monthly subscribers within 5 to 10 years and exceed our projections. If you also believe this is possible and have the investment funds available right now, we’ll be expecting your call shortly. ;-)

## What You Can Expect for Your Investment

Contact us for the detailed document.

## Closing Remarks

I’m very excited to start our new company and hope you feel some of my excitement in this proposal. More than ever, I feel “now” is the time to pursue this business venture with all my being and create a mega successful brand in the mega multi-billion dollar a year coffee space.

Someday, not that far in the future, masses of people will be going to **RickyAndLarry.com** for their coffee!! Yes, maybe even you. ;-)

I’m just now making this investment opportunity available to others. I believe that some astute business investor will quickly take me up on this opportunity, so if you are looking

for a very special extra stream of *passive* income, one that could very well become quite substantial, this offer may be one of the best to ever come your way. I would rather only take this investment from one person (unless two or more are needed for the requested funds), so if you have *any* interest, it is imperative for us to discuss this in more detail ASAP, as I'm moving very fast on the funding for my company.

Thank you for your time and consideration.

In fact, when we talk on the phone, make sure to ask for either Ricky or Larry, or both and I'll get them on the phone with you to grill them. ;-)

### [Watch the Video](#)

To Our Mutual Success,



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**NEED MORE INFO?** *A more detailed proposal* (about 50 pages) is available upon request. It goes into more examples, case studies, online competition (how and why we'll crush them), coffee and marketing research and statistics, what your investment is used for, projected cash flow, payback and ownership numbers, etc.

Also, make sure to review my 16 page **Day to Day ACTION PLAN** (showing in more detail how your investment will be used to help launch the company).

Disclaimer: Even though we project and believe **Ricky and Larry Coffee Club** will be an extremely profitable investment, we cannot legally make any income guarantees.