

The following is the Vivid Vision for SuperHuman Enterprises, LLC.. Creating a Vivid Vision guides our company in what we are building and where we are heading. It is a detailed overview of what our company will look like, feel like, and act like by July of 2021. Sharing it with you helps make our ideal outlook of the future into a reality!



# VIVID VISION

**SUPERHUMAN ENTERPRISES 2021**



**SUPERHUMAN  
ENTERPRISES**

## CULTURE

Our company culture, as reflected through our 11 Core Values (CV), shines through in everything we do. It's felt in every interaction both inside and outside the "walls" of our company. At our company, we put a priority on constant growth - both for our customers and for our staff members (CV #1). We also prioritize freedom and quality of life, and our people are adventurous, creative, and open-minded (CV #7). Though we are geographically isolated from our customers and from one another, we don't feel it. In fact, we are bonded to one another like a happy family (CV #4).

## OUR SUPERHUMAN TEAM

Every member of our team leads a balanced, happy, and highly fulfilling life. They live in alignment with the skills our products teach, and are each a reflection of them. Members of our team achieve both their personal and professional goals through the resources and support of the company. They live by an "up or out" policy, and are always improving their skills and taking on more responsibilities. They take advantage of the company's "almost unlimited" education budget to learn and grow, and regularly create 10X returns on these investments. They also regularly take "free days" to focus on learning, growth, health, and high-level thinking.

Our people LOVE coming to work every day. They view it as a fun, energizing, motivating, and slightly weird (in a good way) environment (CV #5). They are never bored, but rather are consistently challenged and inspired to do the best work of their lives. Relationships & communication in our company are friendly, open, honest, and direct (CV #3), which prevents overload and allows everyone to remain in their "zone of genius."

## STUDENTS & CUSTOMERS

Our customer base is over half a million strong, diverse, and growing. Our student success rate is among the highest in the online learning industry, and our students implement what they learn and get real-life results! Most would agree that they've received a 10X return on their investment in our programs - in time, money, or both! Our students are not only achieving the goals in their own lives; they are also using what they learn to make a positive impact in the world - and thanking us for making it possible. Our students aren't just satisfied... they are "wowed" (CV #2). That's why our refund rates are laughably low, and why our students enthusiastically refer others to us.

Today, the SuperLearner & Branding You™ product lines are not merely “brands” - they are social movements that leverage real-world superpowers to spark conversation and drive change in the world (CV #6). Like our team members, our students feel a strong sense of community throughout our various forums and events, and are passionate and determined (CV #9), especially about helping one another succeed. The communal aspect of our programs is, in fact, a major selling point of our products.

## BRANDS

Each of our brands is synonymous with high quality materials & information that actually work. Because of this, customers all over the world inherently trust any product we agree to put our name on. Customers are drawn to our brands because they want the absolute best product and the absolute best results, and know we'll provide them - fast.

We operate numerous successful brands, each with it's own compelling and cohesive design language & voice. Our customers instantly recognize our brands from a mile away. We are never “off brand;” there are clear distinctions between the brands that we operate, yet clear, logical connections between each. Customers understand the differences between our products, and can easily decide which ones are right for them.

We have recognizable trademarks and proprietary language that distinguish us from anyone else on the market.

## EDUCATIONAL CONTENT

In every market niche we serve, we are a dominant player. Our products lines are considered the best in class, both in production quality and in the results they deliver. They include The SuperLearner, Speed Demon, and Branding You™ MasterClasses.

Our “entry level” product lines, help us maximize the value we can deliver to our loyal audience. They are each considerable sources of revenue, but we are careful never to let them distract us or divert our efforts towards market niches that we cannot dominate.

Our latest bestselling book and distribution deal have thoroughly expanded both our positive impact and our reach, and put us into the hands of hundreds of thousands of people. Our book is the subject of praise by thought leaders and subject-matter experts for its clarity and quality.

Finally, our free, weekly content allows us to “give back” in meaningful ways that help others live their best lives - regardless of their budgets. This includes:

- ✓ The Becoming SuperHuman Blog & Podcast
- ✓ The Branding You™ Blog & Podcast
- ✓ Jonathan Levi’s YouTube Channel
- ✓ The Branding You™ YouTube Channel

Each of these media properties is a well-recognized and popular offering in its niche.

Above all, we make regular efforts to improve, upgrade, and innovate within each of our product lines, ensuring that they remain among the top in their respective markets.

## SALES, MARKETING, AND ADVERTISING

Our talented team has grown SuperHuman Enterprises, LLC. into an 8-figure a year business, with customers all over the world. Put simply, this is because our marketing is cutting-edge, both in technique and in technology. We are constantly innovating, testing, learning, and iterating - and then sharing what we learn with others.

We market in an authentic and genuine way that shows compassion and caring for our customer. Because of this, our marketing is entertaining, engaging, and well-liked.

We successfully market our educational materials to individuals, corporations, and institutions, with a sizable portion of our revenues derived from B2B and B2E deals.

We are highly profitable on each of the many platforms we advertise on, and have scaled successfully without sacrificing our values nor our profitability.

## LIVE EVENTS

In addition to being prominently featured at many industry events, our annual SuperLearner Summit is widely recognized as the world’s flagship learning-themed conference.

This year, we’ll host over 500 attendees for a diverse and engaging set of lectures, panels, and hands-on workshops with the industry’s top names. This content helps attendees get inspired, improve, implement, build relationships, and discover the latest in learning techniques and cognitive enhancement.

The SuperLearner Summit has established our company as the leading figurehead in our niche, and creates strong relationships with most of the industry’s biggest names.

Our world-class media team leverages professionally-produced multimedia recordings of the event to create and enhance online offerings.

## MEDIA & RECOGNITION

We regularly receive great press from major media outlets, who praise our products, our events, our business practices, our success stories, and our ideas. The media is buzzing about what we've been able to accomplish - but we remain humble (CV #10).

Jonathan and Anthony are regular contributors to a number of top business, lifestyle, and health publications, and are regularly invited to speak at major conferences.

Because we are in the media so frequently, major organizations & institutions regularly reach out and want to learn from us, work with us, and use our programs.

## SYSTEMS, TECHNOLOGY, AND OPERATIONS

We understand that our business is only as good as our processes, so those processes run like a well-oiled Swiss machine! They rely heavily on technology to automate wherever possible, reducing "drudge" work and allowing us to do more with a less (CV #8). This allows us to spend more time in deep work, free of confusion and distraction.

Our processes are thoroughly and clearly documented. We easily pass "the bus test" with flying colors. Each employee takes it upon themselves to regularly update, improve, and reimagine our processes. Hiring new people or filling in is a breeze.

On the rare occasion that systems break, we are always prepared for the worst, and our backup plans ensure that we don't miss a beat (CV #11).

## "COMPETITORS"

Our company has no "competitors," because we believe that the pie is big enough & grown by communal effort. We regularly turn "competitors" into collaborators, creating mutually-beneficial relationships whereby we can learn and improve. We regularly refer customers to "competitors" that can help them, and receive tons of referrals in return.

Because of this, we're the darling of our niche, and our "competitors" are eager to collaborate with us.

## GIVING BACK

Our entire mission is to empower millions of people to live their best lives, and so we understand the value of giving back.

- Our company offers scholarships to both our programs and our live events
- We are involved in conducting and funding research to improve mental health
- We contribute to causes that impact the lives of our students and employees
- Jonathan and Anthony regularly speak for free or in exchange for charitable donations to worthwhile charities