



CEO WARRIOR  
YOU'RE EITHER AVERAGE OR A WARRIOR

# WARRIOR FAST TRACK ACADEMY



**Mike Agugliaro**  
**Business Warrior**

[WWW.CEOWARRIOR.COM](http://WWW.CEOWARRIOR.COM)

I want to hand you the exact blueprint that I used to grow my service business to over \$28 million a year...but do you have the guts to actually take it and use it?



MIKE AGUGLIARO  
BUSINESS WARRIOR

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## P.S. YOUR COMPETITION WOULD LOVE THIS INFO!

Dear Service Business Owner,

There are two types of people who will read this letter. Which type are you?

Maybe you're a service business owner who wants to maintain the status quo, who prefers to keep spinning on the hamster wheel, who thinks that (as long they keep their head down and keep grinding) things may eventually get better by luck.

*If you're this first type of service business owner I described above then please just throw out this letter because it's definitely not for you. I'm not writing to the average service business owner who just wants to stay average and who thinks business growth happens only to lucky people. Please ignore this.*

Or maybe you're a service business owner who wants to grow. Someone who wants to...

- FINALLY start growing your business
- Finally solve the issue of hiring
- Finally get the answers of marketing
- Finally have a business and not a job
- Finally have both feet in the business and feel passionate again

If you're this second type of service business owner described above then keep reading because this could be the most important thing you read all year.

I'll wait while you decide...

... Still here?

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# There are two types of people who will read this letter. Which type are you?

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Smart decision...because I want to hand over the exact blueprint I used to grow my business to over \$24 million a year but I don't want to give it to just anyone. I don't want to give it to an average owner who thinks that successful businesses are like lottery windfalls. I worked my ass off in-the-trenches to "battlefield test" this plan so I want to make DAMN sure that I'm only giving it to action-taking "warriors" who have the guts to step up and implement it in their business. (Again, if that doesn't describe you then stop reading because you'll just be wasting my time and yours.)

Please understand – I am not selling you anything in this letter. I'm just sharing some insight for you to see if it is the missing key for you – the missing pieces to help you transform your business and attain the life, freedom, and wealth that you and your family deserve.

So if you are a service business owner who...

- believes that your business can be bigger
- or NEEDS your business to be bigger (because your costs are so high right now)
- or just wants some freedom from business to spend time you lost with family

... and...

- if you agree that the RIGHT INFORMATION, provided as a step-by-step PROVEN blueprint can be a powerful game changer when applied...
- if you have the GUTS, STRENGTH, AND FORTITUDE to put on your "big boy pants" and start acting like a real man to take real ownership of your business...

... then you will love what I have to share with you today.

Before I go any further, let me just acknowledge this: I understand you are skeptical. I understand you feel you've "heard it all before."

But what if the info you're reading here is really true and contains the missing pieces you've been looking for? Well, here's the truth: I built a \$28 million dollar business. I'm not some stranger selling you something I built a lifetime ago – I built the business and I'm still in it. (Keep reading because I'll tell you more about my story in a moment).

Here's all I'm asking you to do: dedicate 2 minutes to read this. If at the end of 2 minutes you decide it's not for you then tear it up into a million pieces and throw it into the garbage (and feel free to write me hate mail). You'll know by the end of 2 minutes whether this has massive value for you. I'm not going to sell you anything... I'm just trying to find out if this is the right fit for you.

***Here's my story...***



# FROM WORN-OUT TO WARRIOR

## Let me introduce myself (or reintroduce myself)...

My name is Mike Agugliaro. Twenty-one years ago I started as an electrician with my business partner Rob. We were a couple of young guys, each with a van, and big dreams to succeed. And together, we owned a small company called Gold Medal Service.

But we quickly discovered what a lot of service business owners discover (maybe what you've known for a while) – working in the service business can be a grind. We were working 12, 14, even 18 hours a day sometimes and never really getting ahead. We were caught on a frustrating “hamster wheel” and we wore ourselves out almost every day just trying to run our business and pay the bills and put food on the table for our families. It was like we were bailing as fast as we could in a slowly sinking ship... but we were only delaying the inevitable.

It was insanity. Everyday going to work early and coming home late. The whole time we were waiting for our wives to call and ask what time will we be home again. It was fucking torture. Yes that is the only word that truly tells you the pain we were in.

... And 11 years ago, the inevitable happened: My business partner came to me and said, “Mike, I’m burning out. I’ve got to get out of the business.” I understood completely – we were both worn out.

At first it seemed like I only had two options: To keep going alone (and flameout fast) or to get out of the business too.

Then I realized there was another option, which I suggested to Rob: “What if we stay in the business together... but instead of doing

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**So let me ask you this: What if you could get the traction in your business that you're looking for? Or what if you just had better control and a better plan to grow?**

things the same old way, let's rebuild the business from the ground up with a blueprint that actually works."

Rob agreed and that decision launched us on a journey from two worn-out service business owners to become warriors. It was the best action and decision I ever made.

We scoured the business world for success stories and invested hundreds of thousands of dollars to learn from them. We looked outside of the service industry to some of the best companies in the world and we built a blueprint that we applied to our service business.

And the result? Over the past 11 years, Gold Medal Service went from a couple of guys in vans to an over \$24 million a year business (and growing), with over 150 employees and 125 trucks, serving over 100,000 customers in New Jersey. We've never had a down year; we've never had a flat year. Every year since this transformation we've grown by at least a million dollars.

The best part is: my company has been

running without me for the past 3 years... yes, I still own the company; yes I still love my company and my culture and I visit often... but the blueprint worked so well that I could step back from the business and watch it continue to grow and run itself without my constant 18-hours-a-day attention and focus. For over 3 years now it has grown and run without me. I know you feel skeptical but it's all true.

I think you might be in the same situation I was 11 years ago: grinding it out every day, feeling frustrated that you're spinning your wheels instead of getting traction. Look, I know you work hard... but you're not getting the forward momentum that you want. Maybe you're on a stagnant plateau and wondering what's gotta change to get you moving forward.

So let me ask you this: What if you could get the traction in your business that you're looking for? Or what if you just had better control and a better plan to grow? Even if \$24 million isn't something that seems like you could do right now, what if you did just half of that? Or even a quarter of that? How would your business (and your life) change? What if you just had a business and not a job? What if you had free time to spend with your family?

What would that be worth to you?

If a transformation like that would be life-changing then you'll love what I have to share on the next page...

# I CRACKED THE CODE AND WANT TO HELP YOU DO THE SAME



**While other service business owners remained stagnant or even fell back, our business grew in leaps and bounds.**

blueprint, tested and refined it, and just kept accelerating.

Not surprisingly, other service business owners started to ask about what we were doing so differently. So I started sharing it with other business owners, helping them step up their game and discover that the same blueprint could be implemented into their business to help them grow.

I've helped hundreds of service business owners all over the world (from worn-out business owners to those who are on a plateau and looking for a breakthrough).

I'm the author of 3 books, I've appeared on MSNBC, I've spoken at events including Comfortech, the WWETT show, Hudson Ink's MegaMarketing Event, Mitsubishi Electric's Diamond Contractor Conference, and more, I've created Home ServiceMAX, a trade magazine for the service industry...

... I'm on a roll helping service business owners like you... and I'm HATED by the consultants and gurus who are trying to convince you to spend more money on their one-size-fits-all solutions because the solution is NOT a one-

As Seen On



There are a lot of gurus out there who promise you big things and you're smart enough to "sniff" out the BS. But by now I hope you're seeing that I'm the real deal – someone who has done it (and is still working in the industry!).

While other service business owners remained stagnant or even fell back, our business grew in leaps and bounds. We followed our

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**I've been where you are right now, I've forged a path to help you get where you want to go, and I've helped countless others get to the next level.**

size-fits-all solution.

Look, it's not about me bragging about what I have; it's about me helping you get to where you want to be...

- Some people just want to make more money and get more free time
- Some people want to hire more employees (and better employees)
- Some people just want to get their marketing to work
- Some just want to end the frustrating grind of those 18 hour days so they can spend more time with their family and less time putting out fires at work

My blueprint can help you do this. It guided me to surpass \$28 million a year (and growing) because that's how I wanted to grow my business but ultimately it's not about a specific dollar amount... it's about CONTROL – it's about putting you in the driver's seat of your business so you can make decisions and hire the right people and finally start investing in the right marketing (and even start SELECTING THE RIGHT CUSTOMERS!) so that you build the business you want to own.

More than that, this blueprint does something

else for the service business owners who use it: It reignites a fire in their hearts for their business and for life. I always see business owners come to me who are worn out from years of grinding and when they leave and apply this blueprint, there is a MASSIVE transformation into an ass-kicking WARRIOR who burns with fiery passion for their business. (If you dread the thought of coming into work then this blueprint is EXACTLY what's missing in your life right now and you will be SHOCKED at how differently you feel every single day when you wake up consumed by excitement at being able to control the growth of your business).

I've been where you are right now, I've forged a path to help you get where you want to go, and I've helped countless others get to the next level. It's time to stop spinning your wheels and working so hard that you're close to burnout... it's time to take control of your business with the blueprint that will move you forward.

But before I share with you how to get the blueprint, let me break a myth for you (and you might not like what you're about to read). If you're not growing, you probably suck at business. Why? Because happy customers will tell other people, and you'll end up with a ton of customers. I don't say that to dig at you or to piss you off – I'm just laying it out for you. If that's not happening for you then something is broken. I want to show you how to fix it.

So you're still reading at this point: This might possibly be the key that you've been waiting... or it might be the last straw.

# HERE'S HOW TO GET THE BLUEPRINT



I'd like to hand you the blueprint and show you EXACTLY what you need to do right away to implement it into your business and start seeing MASSIVE VALUE and RESULTS from it.

If you've got the desire to grow your business and the balls to step up and take action then I'd like to shake your hand, look you eye-to-eye, and hand over my blueprint to you... and in 4 days I'd like to show you exactly how to implement this blueprint into your business.

You can get the blueprint and learn to implement it in your business by going to the Warrior Fast Track Academy. It's 4 days of intense, hands-on, business-focused business growth.

This is a small group of people, no more than 30, in a private, take-action environment.

(Maybe you're wondering why I deliver this in a 4 day event and don't just hand it to you

on paper? Well, the "gurus" of the industry want to convince you that a one-size-fits-all approach will work and because of that, THEY will hand you something on paper. But I promise you a one-size-fits-all approach doesn't work and I'd rather walk you step-by-step through the building of YOUR unique blueprint for YOUR unique business.)

The Warrior Fast Track Academy is not for wimps. It's 4 LONG days. We start at 8 in the morning and on some nights we don't end until 10 at night or later. We don't stop until the job is done. It's not about coming to find a shiny object. This is 4 days of massive, total immersion. You will be exhausted when you're done. You will also be exhilarated.

Not only will you get an onslaught of pure business-building information (no fluff!) but you'll also leave with a complete turnkey system...

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**I'm a transparent guy and I'll tell you your plan sucks and you're going to cancel your flight and we're going to stay all weekend long if we have to... until we have a plan that will change the game.**

- You'll get a massive binder overflowing with all the templates, worksheets, procedures, systems, and step-by-step strategies that you need to take your business to the next level
- You'll also get ALL of the marketing that I use in my Gold Medal Service business as a massive "swipe system" so you can deploy the same battlefield-tested marketing in YOUR MARKET

And, I will show you how to create your own unique blueprint for your business (it's not a one-size-fits-all approach)... and by the end of the event you'll have a full step-by-step

blueprint that you can plug-in to your business as soon as you get back to the office.

Now, you might be thinking that this event is probably like every other event you've been to but here's what makes me different (and why the gurus hate me)...

This is not a one of those "rah-rah" events to get you motivated. (That motivation feels great during the event but never lasts). This is strategies and permanent change. Somewhere on the last day, when we end at 5pm, 6pm, or 7pm, you're going to look at me eye-to-eye and you will present your plan to me. If I think your plan is amazing and you can accomplish what you want with it then you have the golden ticket and you can fly home. BUT if I think your plan sucks, I'm a transparent guy and I'll tell you your plan sucks and you're going to cancel your flight and we're going to stay all weekend long if we have to... until we have a plan that will change the game.

Still not 100% convinced? Maybe this will help...



## WHAT PAST WARRIOR FAST TRACK ACADEMY ATTENDEES ARE SAYING...



"Everybody always says, I can't leave my company for four days. I would say, you cannot afford to leave your company. You HAVE to. If you don't do it now, you're throwing money away."

**DUSTIN FOLKES**

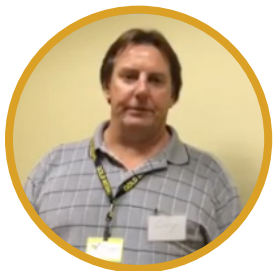
*Folkes Heating*

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"This event was incredible! I don't know what you guys are questioning in your brain... get rolling and get [it] together because it's going to raise your game!"

**STEVEN ADDARIO**

*Jr., Addario's Inc.*



"The value we get from being part of this organization, and working with Mike and Rob, is unbelievable. The value goes right through the roof when you take it to the next step and move into the Warriors club. There are so many things that happen, it just blows your mind. And then, on top of that, you get an added bonus: We're told as entrepreneurs that we need to be soft. No... we're told here that we need to be hard and get in touch with the wild man inside of us. And that's what we are; the Warriors club."

**GARY PETERSON**

*Peterson Plumbing*



"The things I've learned... have been invaluable. One of the major things was hiring. I learned the best method of hiring people I've ever seen. I saw it in person so it wasn't just a concept. Some of the other marketing pieces and motivational pieces will make me well over a million dollars next year. I was very skeptical about coming to this event and I would tell anybody 'if you are skeptical, just do it and you'll be very glad that you did.'"

**BRIAN VARDIMAN**

*BEC Electric*

## ARE YOU READY?

# ARE YOU COMMITTED 100% TO GROWING YOUR BUSINESS?

I am committed 100% and I'm only interested in helping warriors who are committed 100%.

If you're still not sure, if you're still skeptical, or if you have no idea if I can back up what I'm claiming here then this will help: I have a million dollar guarantee: **If you attend the first day of the Warrior Fast Track Academy and don't think it's for you, I'll refund your money. Period.**

It's a no-brainer. There's no risk except for a few hours of your time. It's never happened in the last 2+ years that I've been doing this and I don't see it happening in the future. Our goal is not to deliver but to over-deliver and exceed your expectations.

You've seen what other past Warrior Fast Track Academy attendees have said about my previous events. To hear even more testimonials, go to [CEOWARRIOR.com/testimonials](http://CEOWARRIOR.com/testimonials).

## CEO WARRIOR MILLION-DOLLAR PROMISE

It's a big commitment to attend an event and you want the assurance that you'll benefit. I've worked tirelessly to create CEO Warrior events that are powerful and impactful for your business, and the effectiveness of these events is proven by the countless participants who show up, give 100%, and learn powerful strategies that they use to accelerate their business.

**I'm so confident that you'll enjoy massive, business-transforming benefits from this event that I'm offering the following guarantee:**

**LEARN TO MAKE OR SAVE AT LEAST ONE MILLION DOLLARS IN YOUR BUSINESS... OR I'LL FULLY REFUND YOUR MONEY.**

If you attend the first day of Warrior Fast Track Academy event and decide that it won't help you make or save at least \$1,000,000 in your business then let my team know by the end of the first day and I'll fully refund your money.



**MIKE AGUGLIARO**  
CEO WARRIOR



*"After the workshop we took the information Mike gave us and put it to work, and we are seeing a positive change within our company. July was not only our strongest revenue month, but was also our highest with 53 percent gross profit and 27 percent net profit for the month."*

**ERIC CORBETT, LARRY AND SONS INC.**

*"Before working with Mike I was actually considering selling my company and retiring. He convinced me to change my mind and put a team together to effectively manage my company so I can oversee the business. This has allowed me to have the best of both worlds. He made being a business owner fun again."*

**MIKE PETRI, PETRI PLUMBING & HEATING, INC.**

*"What can I say? It's unbelievable. I'm part of another organization; I came here a little skeptical and it was just like 'holy cow'... it's been unbelievable. He holds nothing back. It's not like he gives you bits and pieces and then you have to go out and deal with it. Anything and everything you want, it's here; and he's available. It is the real deal. It's like nothing I've ever seen before. I highly recommend it."*

**DUSTIN FOLKES, FOLKES HEATING**

*"We were doing \$500,000 when I went to Mike's event. At this point in time, we have doubled our revenue. For the first time ever we'll be making \$1 million in a year. I believed in Mike and his strategies so much after spending 3 days learning... Mike didn't just tell us what to do and when to do it but he showed us exactly how to implement it."*

**GARY PETERSON, PETERSON PLUMBING AND HEATING**

**TAKE THE NEXT STEP AND GO TO  
[CEOWARRIOR.COM](http://CEOWARRIOR.COM)**

**CONDITIONS OF THE GUARANTEE:** Refund requests must be made by the end of the first day of the event to a CEO Warrior team member at the registration table. Refund requests must be accompanied by the return of the workbook and all other printed material and information. Refunds will be mailed out as a check following the event or can be applied as a credit toward a future event. This guarantee applies only to the cost of any paid CEO Warrior event and does not apply to unpaid amounts or ancillary costs (including but not limited to travel, food, and lodging). This guarantee does not apply to free events or events offered by another company at which Mike Agugliaro is a guest speaker.

# HERE'S WHAT TO DO RIGHT NOW

At this point, you're either thinking that what you've read so far makes sense... or you don't.

If it doesn't make sense for you, or if you don't think you have the courage to take action, then please just throw this letter out.

If it DOES make sense for you...

**Go to [CEOWARRIOR.com/wfta](http://CEOWARRIOR.com/wfta) right now to schedule a call with my Executive Assistant.**

You'll get on the phone with her, she'll give you all the details and she'll send your info to me to see if there's a fit. If you're approved, you're in. (If she thinks you need more information from me directly, I will get on the phone with you and help you figure it out). You won't be sold anything on the phone -- from me or from my Executive Assistant. We don't need to sell our services. If it makes sense, then you'll take the step and take a chance.

Whatever you do, DON'T let this sit on your desk to think about and decide later. (If that's the way you make decisions then this blueprint is most definitely NOT for you). Action-taking WARRIORS will know right away that this is a fit for them and they'll take action immediately when it is.

Plus, the Warrior Fast Track Academy only has 30 seats available... not 31 or 32, just 30 only. And we sell out every time. So delaying on this will only mean you'll be rejected from attending this event.

If you've got this far and you haven't visited the link yet then it might be because you haven't seen a price and you're wondering what that price is and whether you can afford it. So let me address that right now. I have purposely left the price out of this info for three reasons:

First, I'm here to share something very powerful; I'm not here to sell you anything so putting a price on here would just make the skeptics think, "oh look, he's trying to sell us." That's not the case and smart business owners like you will realize that by now.

Second, I intentionally left the price out because I want you to make a decision based on what's right for your business, not based on a price tag. See, I've learned over the years from working with countless service business owners that some owners look at the price first and then decide, while other owners decide whether something is of value to them and then look at the price. And do you know which group is ALWAYS more successful? The group that decides first and then looks at the price. That's because they measure the potential value that something has to their business based

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on the merits rather than the dollar sign. If you're still at the point in your business where you're making decisions based on the price of something then this is probably not for you anyway. (Fortunately there are enough savvy business owners out there who understand that what you get out of an event like this is far more important than the investment you make. And if you want the fastest way to accelerate to that level, it's easy: make a quick, firm decision based on merits, not price. You'll be amazed at how freeing it is.)

Action takers and winners don't care what the cost is. They'll just take action. This is not for everybody. And as I always say, "good things aren't cheap and cheap things aren't good" so there is an investment for this. That shouldn't be a surprise to you.

Third, and perhaps the most significant reason to you is: I'm not selling you a seat at my event; I'm telling you how you can apply to receive an invitation to the event. We get A LOT of people who want to attend and we don't accept everyone. So you'll get on the phone with my Executive Assistant to apply to attend. You'll talk to her about your business and she'll share the price of the event with you on your private call. Then she'll pass your info on to me and I'll determine if there's a fit for you to attend. That way, I ensure only those who are truly ready to take massive action will attend my event and I'll avoid wasting your time and mine. (And don't forget: my million dollar promise applies – you can get back 100% of your investment if it turns out not to be the right fit).

Here's what you get if you're approved to attend the Warrior Fast Track Academy...

1. **I'm going to give you access to a bunch of webinars** I did and they will help you change the game. There is massive value in these webinars and I'll send those to you in a special link -- it's a gift just for saying "yes, I'm an action-taking warrior who wants to change my business."
2. **If you take action now, you're going to get 2 pre-event calls...** these are calls you can use to fast track what you learn at the Warrior Fast Track Academy BEFORE the event! I guarantee that just one answer on these pre-calls will pay itself 10 times over on the investment you make. My target is to exceed your expectations and to make your investment zero before you even walk in the door and we shake hands.

If you want to take action and take one of the last spots available, I'll make one more offer... but you've only got 48 hours (and this offer is going out to 10 people... that's it)...

... If you're ready to become a warrior, and shift your mindsets, and get what the big boys aren't telling you. Then guess what -- **you're ready...**

If you understand that, take action right now. Go to **[CEOWARRIOR.com/wfta](https://CEOWARRIOR.com/wfta)** right now.

Remember what life was like when you were 18 years old? You were young and fearless and hungry and you thought you OWNED the world. That's what I'll teach -- how to grow a company that serves your customers, your employees, your vendors, and even your family at the very highest level with that hunger and drive you had when you were younger. We're going to reignite that in you.

What would it be like for you if you

experienced all of what I just listed above? If you know step-by-step how to do it, when to do it, where to do it, why to do it... **this is not about getting a shiny object that you can look at and then put on the shelf and forget about.** It's about getting the strategies to implement right now to get it done.

**How powerful would that be to get all the strategies without any learning curve or growing pains?**

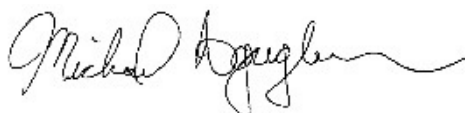
So I extend this invitation to you right now. The strong-willed action takers will act fast to participate. Some of you will throw this letter out. Some of you will send this to people you know right now. Some of you will stick it on your desk and pull it out one day (but next time you pull it out, the investment will probably be double and will probably be sold out a year in advance).

**Are you always missing things because you have to think about it? How has that served you so far?**

I'm not selling you anything. Whatever you decide, I wish you the best of luck. You're a brother in the service industry so I respect you for being one of the small business owners that are serving the world with such great value. It's because of us that we keep people safe and comfortable in their homes. I wish you the best of luck either way.

I hope you take massive action if you're brave enough.

**You're either average or a warrior.**



Mike Agugliaro  
Business Warrior  
CEO Warrior, **CEOWARRIOR.com**

PS, if you've reached this PS and you're still not 100% sure that this is something you should take action on then I assure you that this is not for you. Please throw out this letter. The bold, action-taking, BALLSY warriors who I work with would have visited **CEOWARRIOR.com/wfta** right now. (But if this PS is the one final shake-you-off-the-fence wake-up call then there's still a chance. Visit **CEOWARRIOR.com/wfta** and take action today).

PS#2, Whether you participate in this or not, connect with me at the following places to get the latest free ideas and strategies for your service business: Facebook (**Facebook.com/CEOWarrior**), Twitter (**Twitter.com/CEOWarrior**), my website and blog (**CEOWARRIOR.com**), my free magazine (HomeServiceMaxMag.com).