

The Best Way To Grow Your Brand To 7+ Figures

(1) aggregated amounts for section 100 at most purposes (2) grouped amounts for section 100 purposes only

Caution: Include only trade or business income and expenses on lines 1a through 23 below. See the instructions for more information.

1 a	Gross receipts or sales	1,445,189.	b	Less returns and allowances		Balance	1c	1,445,189.
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Year 1
5 Cases



Year 2
5k Cases



Why Most Brands Fail To Grow

- **Great Product ≠ Great Sales**
- **3 Bottlenecks That Block Growth**
- **The Sad Truth To Scaling You Forgot**
- **Why So Many Brands Fail - How to fix it**

E.g. Plumber

Best Plumber



Best Sales



You're In A Sales & Branding Business

- **More people need to taste your product**
- **More people need to see it**
- **More stores need to be approached**
- **Need a better way to sell**

Case Study: Year 1



- **Went to the big distributors**
- **Promised the world**
- **Sold 5 cases in year 1**

Case Study: Year 2

- **Developed a system**
- **Learned to sell**
- **Sold 5,426 cases in year 2**

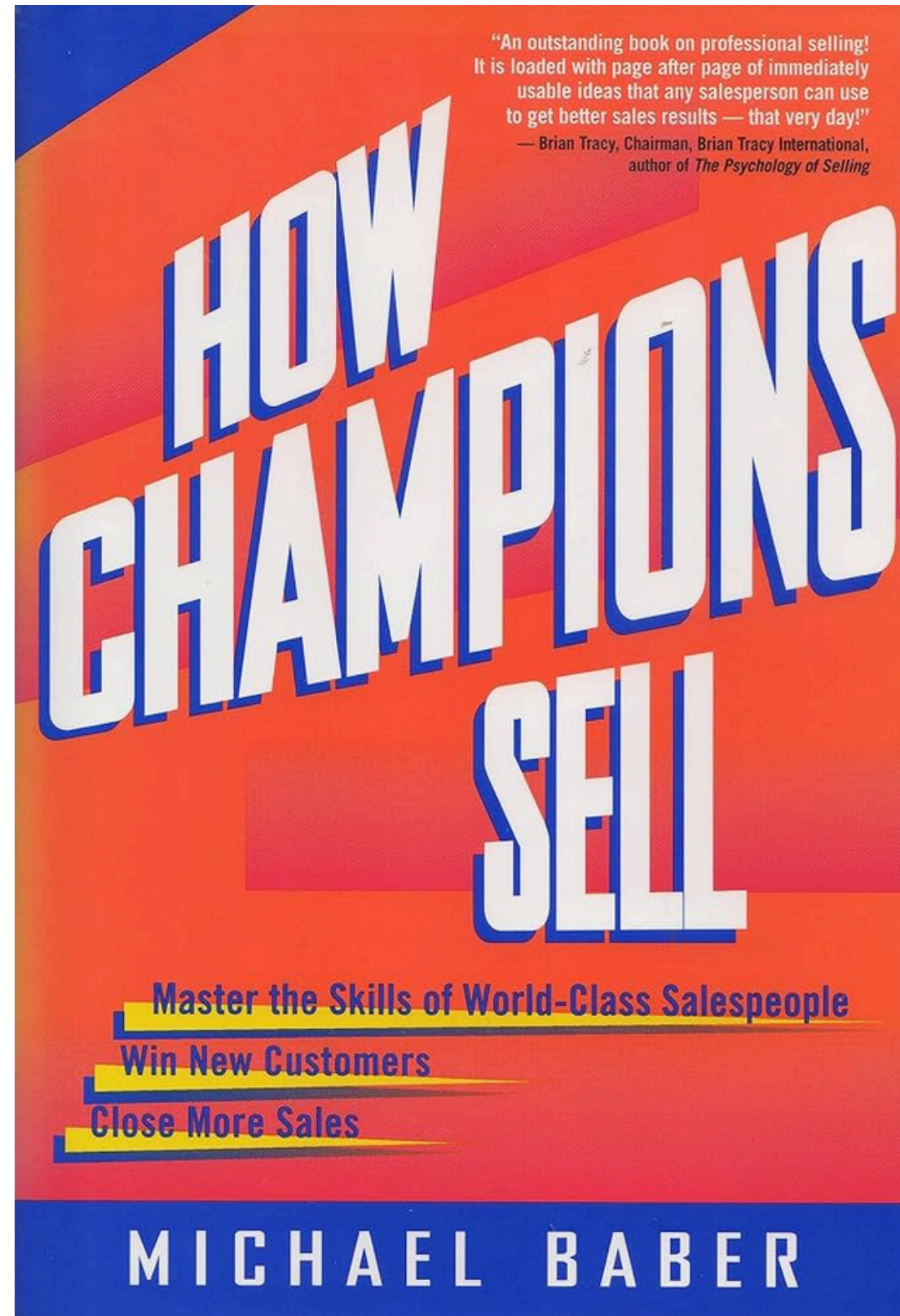


Tasted Brands Worse Than Yours?

Their Sales Are Better?



Learned From A Great Book



**If you understand this
Growing your brand
is EASY...**

Fished Every Day From 8-13



Never Caught A Large Trout

- **Trout = Growing Brand**
- **Guessing = Lost time**
- **Belief: I was a bad at fishing**



Brother Discovered Something

- **Caught trout easily**
- **Hard? Now Easy**



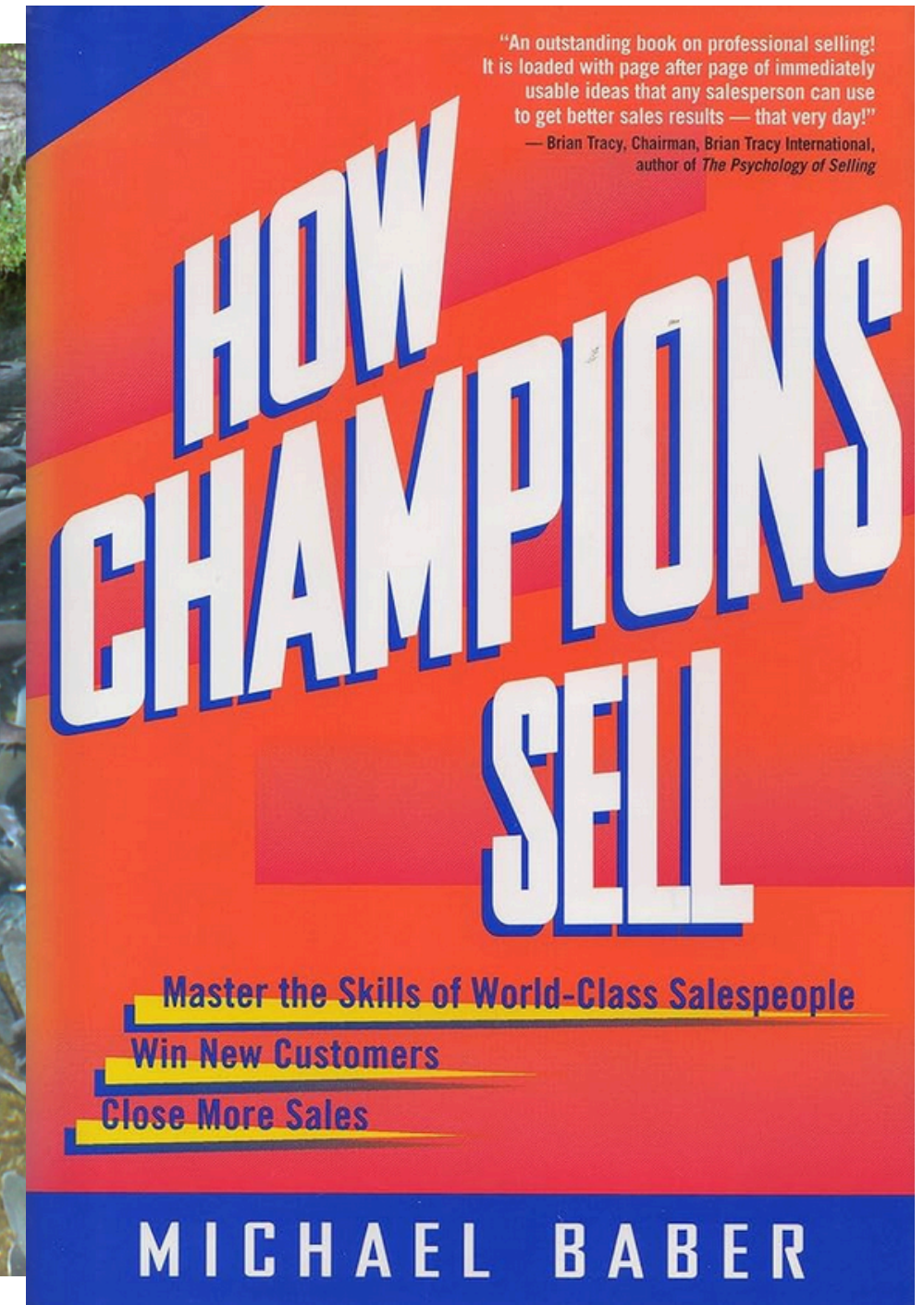
Reality: We Snuck Into A Trout Farm

**I was 10 years
old and we
ran off**

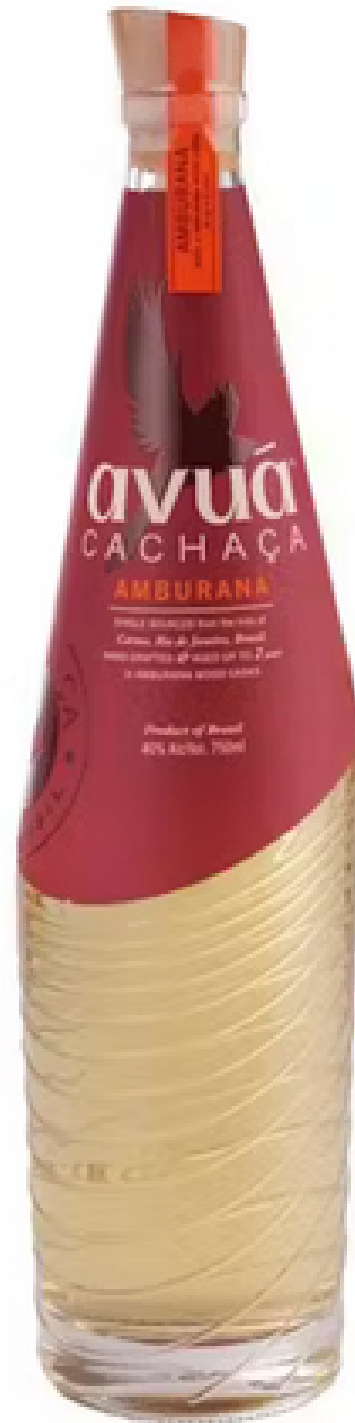


Make Your Brand The Trout Farm

HOW and **WHERE**
you fish is **MORE**
important than
effort



Created A Pattern That Prints Growth



Put All Of Our Best Secrets For You



Before You Panic...

We Do NOT Sell This!!!



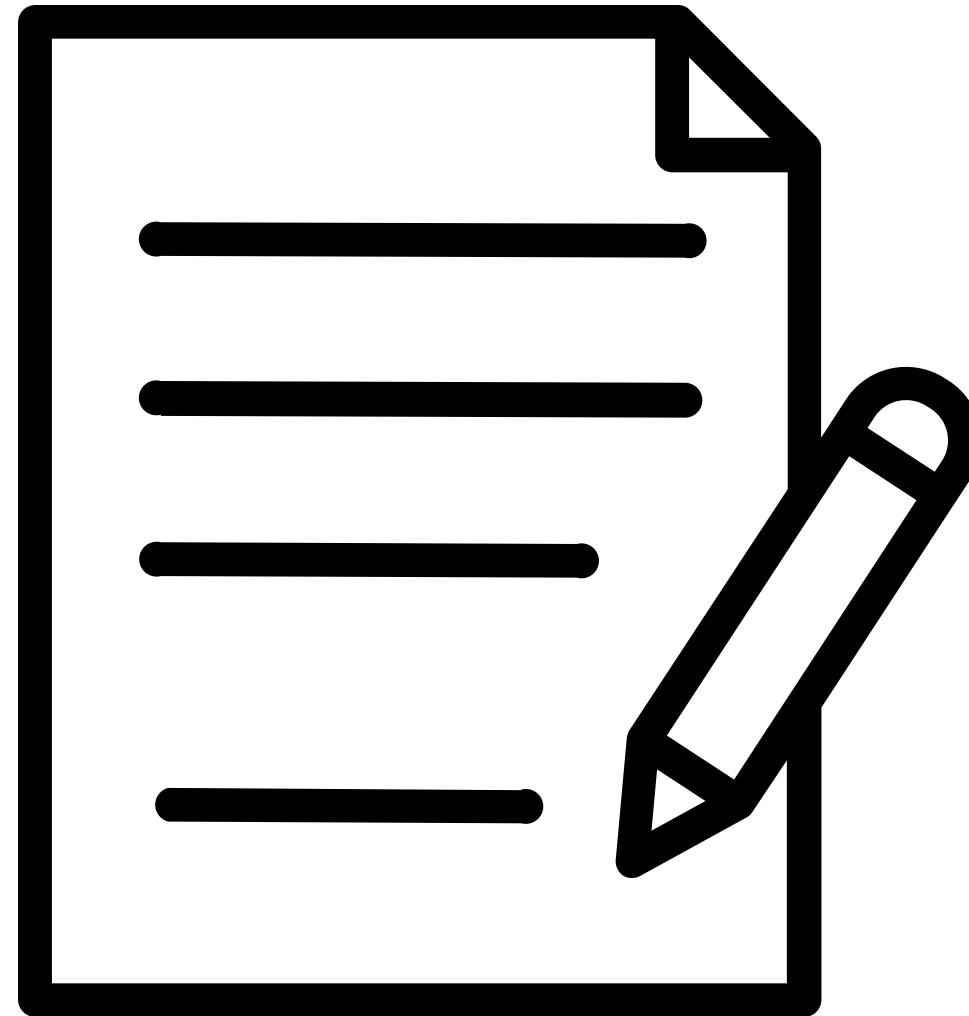
It's Actually Free

Step #1 Free Up Your Time

- **Focus on growth, not the dumb stuff**
- **Game plan growth mindset**
- **Give your brand freedom**
- **Have partners - you focus on sales**

Plan Your Growth

Create a list on the top 2 or 3 best ways to grow



Stop being distracted with “dumb stuff”

Copy 7+ Figure Brands

Tiny Brand Trap

- **Burn out too many hats**
- **Wasted time not on growth**
- **Distracted with “dumb stuff”**

7 Figure Brands

- **Asks “Does this make \$\$\$\$?”**
- **Delegate as much as possible**
- **Who can fix? Partners**

We Tried Big “Importers”

- **Big guys ghosted us for days**
- **Cash flow was slow (70-90 days)**
- **Communication was a disaster**
- **Companies wouldn't work with us because they had problems with our importers in the past**
- **Charge-back issues with communication**
- **Promises of growth that never happened**
- **Our brands were being CRUSHED**

Dumb Stuff We Did To Grow

- **Federal and State licensing**
- **PO Processing**
- **Charge-back management**
- **COLA management**
- **Bill collection**
- **Regulatory compliance**
- **Freight**
- **Keeping up with moving pieces**



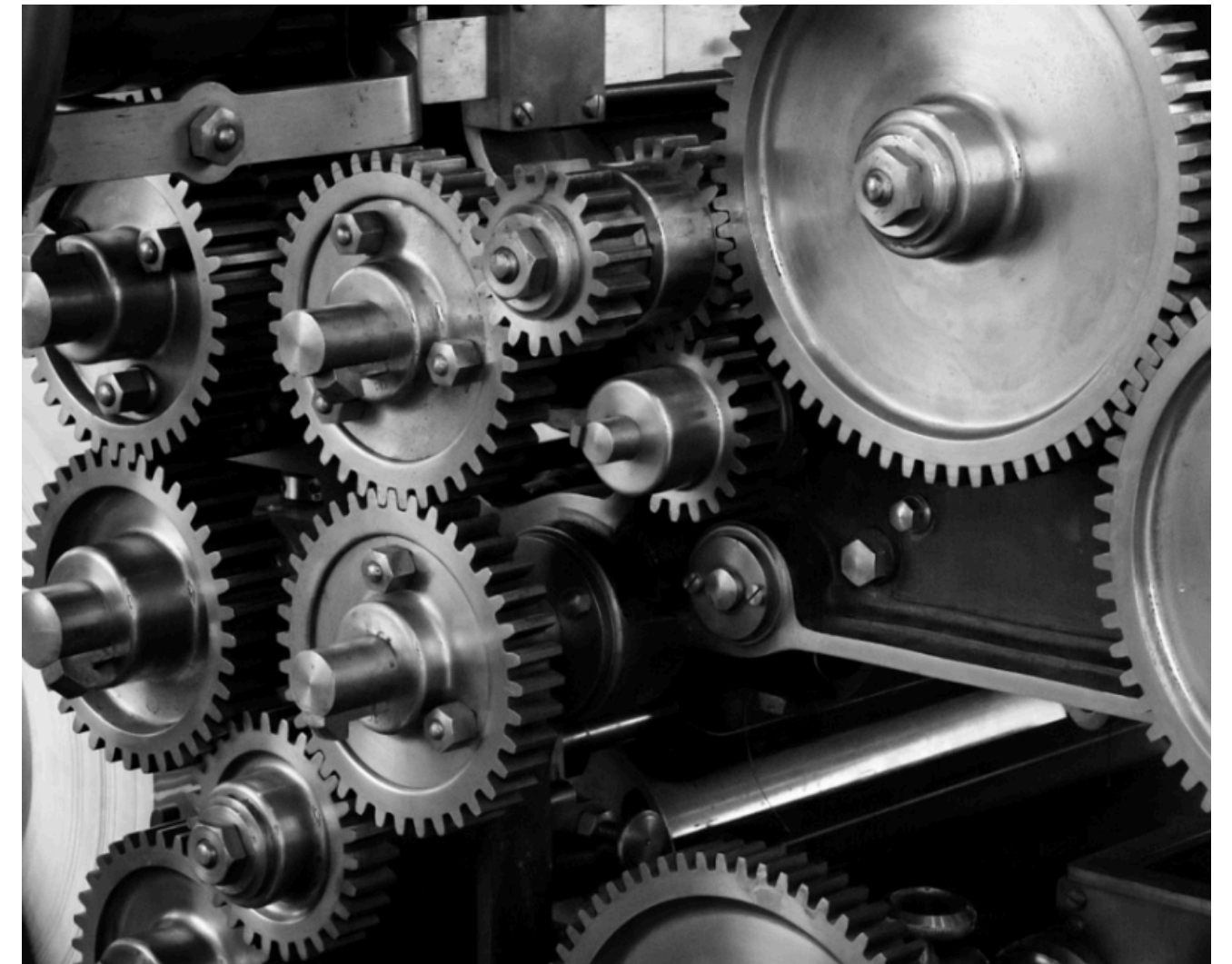
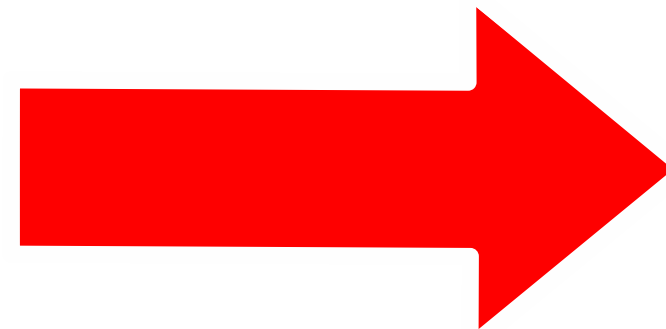
Listened To Richard Branson

- 1. Find something you use**
- 2. Figure out if you can improve it**
- 3. Make it into a system for everyone**



Built From Desperation

- **Federal and State licensing**
- **PO Processing**
- **Charge-back management**
- **COLA management**
- **Accounts receivable**
- **Regulatory compliance**
- **Freight**
- **Chargeback managment**
- **Warehouses in NJ & CA**



Struggling >> 6 & 7 Figure Brands



We Cracked The Code

- **Built the system for us**
- **Paid fast (41 days)**
- **Cash flow to be king**
- **Access to states to grow fast**
- **Focused on growth**
- **Affordable vs Big Importing Fees**



Give You What We Built For Us

- **Get 41 day payments**
- **Get licensed in every state (minus Alaska)**
- **Cover state licensing for states**
- **Accounts receivables and financial reporting**
- **Focus on selling and growing**



OUR SERVICES

Navigating the US liquor market can be a daunting task, but with our comprehensive suite of services, we make it seamless and straightforward.



Information Technology & Data Analytics

- PO Processing Dashboard
- Management Dashboard & Sales Tracker
- Expenses and Cash Flow Management
- Chargeback Management
- State Registration Management
- COLA and Formula Management



Compliance Management

We offer quick turnaround compliance with all applicable alcohol beverage laws and regulations, ensuring you gain rapid access and accelerate your expansion across the US market efficiently and effectively.



Advisory Services

We specialize in strategy development for route-to-market and growth acceleration, ensuring your business reaches its full potential. Our services include comprehensive business planning and execution to drive success at every stage.



Reduced Fees vs MHW & Park Street

We offer a flat fee structure with reduced case fees, specifically designed with start-up brands in mind. Our fees are tied to your growth, ensuring that your success is directly aligned with ours—because when you succeed, we succeed.



OUR GOAL IS TO GET YOUR MONEY FAST

AVERAGE PAYMENT COLLECTED TIMING

41 DAYS

FORGET CHECKS

Helmsman uses ACH Transfer to ensure invoices are paid on time

Target: 85% paying by ACH

Current: 66% paying by ACH

Days	% Percentage
<= 30 Days	25%
31-40 Days	34.09%
41-50 Days	15.15%
51-60 Days	10.61%
>60 Days	15.15%

It's How We Helped So Many Brands

7 Figure Brand

RARE CHARACTER WHISKEY

We Heard About Helmsman From A Close Friend. Working With Helmsman Has Relieved Us From The Difficult Task Of Importing Into The US Market, But More Importantly, They Have Motivated Us To Grow And Strengthen Every Aspect Of Our Business.

Helmsman Listens To Values, Differences Of Perspective, And Collaborates To Accommodate Your Needs. They Understand That Each Company Is Unique And Highlights Your Priorities And Values In Their Work. I Appreciate How They Recognize That The Whiskey Business, And Particularly Our Approach, Has Unique Requirements And Caters To Our Situation. For Example, They Focused On Our Specific Needs To Run Single Barrels By Account And Managing The Complex System We Have Of Many Different SKUs.

We Approached Jeff And Helmsman With The Challenge Of Building A Single Barrel-Only Launch With Hyper Customization. They Set Up Lib Dib With Quick Access To The Market. They Established A System To Manage A Complicated Setup With A Large Number Of Unique, Individual SKUs.

Lam Confident In Helmsman's Capabilities And Would Recommend Them To Any Friend. I Would Tell Them To Not Be Afraid To Be Forthcoming With Their Needs Because Helmsman's Number One Priority Is Giving Their Clients The Attention And Support They Deserve.

Pete Nevenglosky



Get Our 7 Figure Brand Accelerator



Growth

- **Secrets growing 8 brands**
- **Go to 0-6 figures FAST**
- **How we scale to 7 figures +**

Jeff Sells Consulting For \$20,000

- **You get our top tactics**
- **You get behind the scenes**
- **Scaled out 8 brands**
- **Proven system**



Only For LibDib: Live Consulting



ONLY 20 people

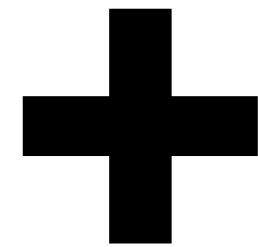
- **We built this ONLY for LibDib members**
- **We are NEVER doing this again**
- **You miss out, no 2nd chances**

Special Growth Training W/LibDib



- **How we use LibDib**
- **3 ways LibDib as your secret weapon**
- **How LibDib helps you scale**

Partner With LibDib



Get All Of Our Services



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Same Way We Helped...



08

GRAND COMTE ARMAGNAC

Working With Helmsman Imports Has Been An Amazing Journey! They Provided Us With A Reliable, Efficient, And Cost-Effective Solution That Allowed Us To Introduce Our Armagnac Brand Into The US Market. Their Team Has Shown Remarkable Professionalism And Expertise At Every Stage Of The Process, Offering Valuable Advice And Guidance That Has Helped Ensure Our Successful Launch.

We Couldn't Be Happier With Our Partnership! We Wholeheartedly Recommend Them To Any Start-Up Brand Looking To Enter The US Market Quickly And Seamlessly - They Have Been An Excellent Ally For Small Brands By Providing The Attention And Support Necessary For Us To Focus On Selling Our Products While They Take Care Of All The Details Behind The Scenes

David Libspeare

Simple Pricing

- **\$1,500/mo**
- **\$2.50/case**
- **.50/case warehouse**
(only for this webinar)



1 Month Free 1st 20

- ~~\$1,500/mo~~
- ~~\$2.50/case~~
- ~~.50/case warehouse~~



Only With LibDib 20 People

Only \$1,000 Deposit

~~Upon execution of this Agreement, Client shall wire transfer an initial deposit to Service Provider in the amount of three thousand dollars (\$3,000.00)~~

Only \$1,000 + Free Month + Free Consulting



PALADAR TEQUILA
HECHO EN MEXICO



helmsmanimports.com/start

Type “I’m In” To Get Your Discount

- **Federal and State licensing**
- **PO Processing**
- **Charge-back management**
- **COLA management**
- **Accounts receivable**
- **Regulatory compliance**
- **Freight management**
- **Chargeback management**
- **Warehouses in NJ & CA**



Want To Talk To Us First?

Book A Call On The Calendar

The screenshot shows a booking interface for Helmsman Imports. On the left, the company logo is at the top, followed by the contact name 'Michael Solimanto' and the call title 'Importing Introduction LibDib'. Below this, it indicates a 30-minute duration and that web conferencing details will be provided upon confirmation. A brief description of the call's purpose is also present. At the bottom of this section are links for 'Cookie settings', 'Report abuse', and 'Troubleshoot'. On the right, a calendar for March 2025 is displayed, with dates 4, 5, 6, 7, and 10 highlighted in blue. Below the calendar, the time zone is set to 'Central Time - US & Canada (1:16am)'. A 'Troubleshoot' button is located at the bottom right of the calendar area.

helmsmanimports.com/book

Type “I’m In” Lock In Your Spots

The image displays a collection of brand logos on the left, including **GRAND Comfy** (with 'DOMAINE DU' above), **CHOCO smooth**, **bite**, **TRÄ · KÁL** (with '— Patagonian Spirit —' below), **Gajardo**, and **PALADAR TEQUILA** (with 'HECHO EN MEXICO' below and a rose logo). To the right of these logos is a large plus sign, followed by a **7Figure Brand ACCELERATOR** kit. The kit includes a desktop monitor, a laptop, a smartphone, and a tablet, all displaying the brand's logo and a man in a suit holding a bottle. Another plus sign follows, leading to a portrait of a smiling man with dark hair, wearing a white t-shirt and a brown jacket.

helmsmanimports.com/start

11,000 On LibDib's List

**1st 20 Get \$1,000 Deposit
+ 1 Free Month**

**2nd 20 Get \$2,000 Deposit
+ 1 Month \$750**

Paid? Just Go Here

The screenshot displays the Helmsman Imports onboarding page. On the left, the Helmsman Imports logo is at the top, followed by the name Michael Solimanto and the title 'Onboarding LibDib'. Below this, it indicates a 30-minute duration and notes that web conferencing details will be provided upon confirmation. A welcome message states, 'We're here to help you jump onboard and start your journey working with us'. At the bottom left of this section are links for 'Cookie settings' and 'Report abuse'. On the right, a 'Select a Date & Time' calendar for March 2025 is shown. The calendar has days of the week (SUN to SAT) as headers. The dates 6, 7, 10, 11, and 12 are highlighted with blue circles. Below the calendar, the 'Time zone' is set to 'Central Time - US & Canada (10:19pm)'. At the bottom right of the calendar area are buttons for 'Troubleshoot' and an information icon.

helmsmanimports.com/now

Refund You At Onboarding If You Arent' Happy



With Another Importer?

Simple 4 Step 1 Pager

Seamless Transition to Helmsman Imports:

A Step-by-Step Process



HELMSMAN
IMPORTS

1

Meet Your Helmsman Imports Account Manager

- You will be assigned a dedicated Helmsman Imports Account Manager who will be your primary point of contact throughout the transition.
- Your Account Manager will guide you through the transition process, provide regulatory support, & ensure compliance with all state and federal requirements.

Locked Into A Contract?

**We Can Wait... Get In Now And We
Can Wait For Payment w/Deposit**



Stop...

- **Begging distributors (you have LibDib/ On-Demand)**
- **Wasting hours licensing and compliance**
- **Praying things work**
- **Focus only on GROWING**

NEVER Doing This Again



PALADAR TEQUILA
HECHO EN MEXICO

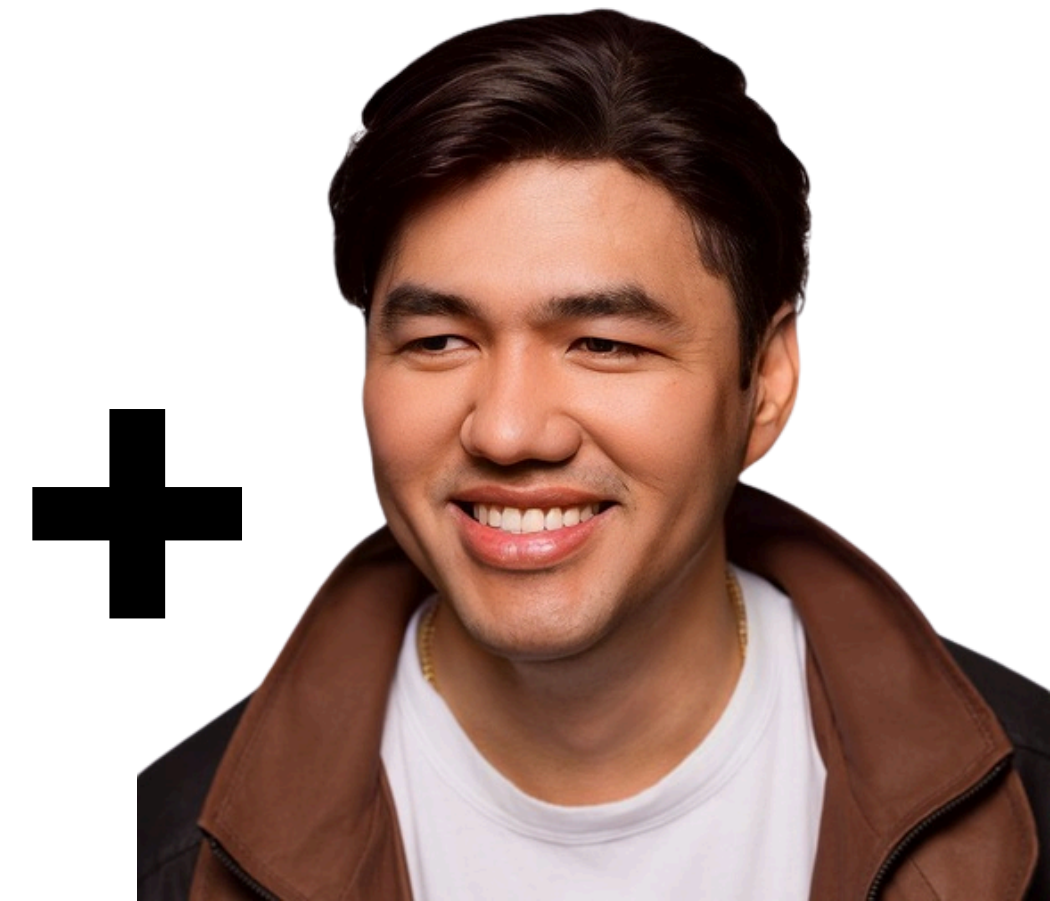


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Questions???



PALADAR TEQUILA
HECHO EN MEXICO



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