

# Want to get paid to ride and make motorsports your full-time job?

Make 4 or even 5 figures in sponsorships even if you have little to no race time, no social media following, and no clue how to get a sponsor.

Have you ever wished you could ride or race all day, every day?

That you didn't have to go back to your 9-5 job and could make money through your passion for motorsports?

And you're sitting there and thinking that you have to...

- Make \$1 million dollars in racing first
- Have tons of race experience
- Have a huge social media following

With your 9-5 and the rest of your adulting, there just doesn't seem to be a way to get up to that level and finally live the life you want of working for your passion.

And there doesn't seem to be a way for you to just throw caution to the wind, dive in, and hope you can figure out how to make that dream happen. 'Cause, you know... bills.

It just seems like, in order to do that, you have to have been born into a motorsports family, start training at 3, and hit all of your riding milestones before you hit puberty.

You're not alone in this thinking!

Thousands of riders wish they could make their love of racing their full-time job.

Imagine what it would be like if you could *live the dream*...

- Traveling to races and having the money to explore all the new places you go to
- Camping out and barbequing with friends the night before a race
- Making more money than ever before and actually like going to work every day

Can I tell you a secret?

There is a way for you to be working for your passion and become a pro motorsports athlete...

With no racing experience, no social media following, and even with next to no experience on the track.

All you really need is the love of motorsports and a strategy!

You can LEGIT be making more money than you are making now in 3 months and be doing it all in motorsports!

No side hustles... no having to put on a professional face for sponsors... no going into mountains of debt to fund your passion.

To do that you have to learn how to get sponsors and expand your program. Getting sponsors not only gives you a consistent income from racing, but it also helps you earn bonuses and get your expenses paid for.

And I can't wait to show you how!

## **CTA**

## The problem with the traditional method of going full-time in motorsports...

You tend to see racers dedicate years of their life, broke AF, busting their butts to place, win big in racing, and get a huge social media following.

All in the hopes of landing a big sponsorship deal that finally allows them to make motorsports their full-time job.

It's basically the starving artist version of racing.

So many riders don't see their worth until they get that big deal and start winning big money.

And if you're a motorsports athlete who has done the dry pitch for sponsorships only to get turned down...

Or offered a next-to-meaningless product discount in exchange for putting a sticker on your bike but afford the annual cost of racing...

Then you need to know something!

You have more value than just the races you've won or the following you have.

The trick is to learn how to talk to potential sponsors and create an expansive program that is a win, win, win for everyone involved.

If you're ready to have all the proof of how valuable you truly are to a sponsor and say goodbye to the starving racers and the sponsorship monopoly.

Then I've got something for you that will flip your motorsports career on its head!

## Meet Catherine, Racer, Mentor, and The Queen of Leaky Mushroom Moto Ranch

I've been in your shoes before. I was tired of busting my ass at my 9-5, riding every minute I could, and lying awake at night, trying to figure out how to make this my life.

It was more than just racing that I loved.

It was the camping, the friends, talking with people in the paddock, and the freedom I felt when I was traveling.

I wanted this part of my life to be the main part of my life.

That's when I decided to leverage my background in marketing and sales to make potential sponsors an offer they couldn't refuse.

Then bam!

I was making \$10,000 a month, living the dream, and even got bonuses and my expenses paid for. All because I figured out how to market my value.

It was this HUGE mindset shift and program strategy that helped me land sponsors and eventually open Leaky Mushroom Moto Ranch.

But, I couldn't just keep this information to myself!

(Um, hello, have you met me...)

I was literally sitting on gold and watching people fail time after time to land sponsorships. That's when it hit me that I was the perfect person to mentor riders who wanted what I had.

So I built Novice to Pro Sponsorship Secrets to remove all of the guesswork for you!

So you can go from novice to pro and start getting paid to ride within 3 months flat!

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## Introducing...

### Novice to Pro Sponsorship Secrets

#### **A 3-month crash course for motorsports riders who want to get paid to ride!**

It gives you the exact steps to create, pitch, and sign your motorsports program without having "celebrity status."

In just 3 months you'll...

- Create a program that makes yes the easy answer for any sponsor
- Discover how to find and connect with potential 5-figure sponsors (even if you've never had a sponsor before)
- Create a personal brand image that helps you stand out authentically
- Be ready to sign those big sponsorship deals and leave your 9-5 for good

During the 3-month intensive...

#### **Attend Live Racers On Tap Events**

Get support and tips from the experts! These group calls include a variety of industry leaders, from riders and racers to business founders, C-suite execs, etc. Get every and all questions answered and get a vast range of insights into the world of sponsorships.

#### **Weekly Content Reviews**

Before you know it, you'll be creating decks, pitches, website content, proposals, and so much more! Catherine will review everything to ensure that you're on the right track with building a successful motorsports program and help you position yourself as a reliable asset to sponsors.

#### **Weekly Group Calls**

All your questions... answered (and probably some you didn't even think of) when you jump on one of our weekly group calls. We discuss important topics in-depth based on the group's requests and help you work through every step of your Novice To Pro process.

You're set up for success with bonuses like...

#### **Catherine's pitch-winning templates and documents**

You get all the materials you need to succeed. Pitch decks, proposals, proof of performance reports, resumes, and more... plus, Catherine's expert guidance makes it nearly impossible for sponsors to turn you down.

### **Free Branding Deck**

Instant access to Catherine's, follow-along, do-it-yourself, brand deck to building the essential foundations of race teams along with an exclusive walk-through training.

Get Lifetime Access to...

### **The Course**

While it's ridiculously common to find courses that only give you access to the material for a limited time, my Step-By-Step Course is available to you forever. Plus, when I add or update the course, you get lifetime access to that, too with no additional charges!

### **Private Members Group**

Exclusive access to the Kajabi group where you have a community of like-minded students and athletes who are ready to help you succeed and support you every step of the way. Plus, get your biggest questions answered by Catherine.

### **Recorded Racers On Tap Events**

When you are officially part of the Novice to Pro community, you get access to all of the recorded Racers On Tap events where we talk to industry leaders and professional racers about the business of motorsports.

**“Let’s do this!” CTA**

Not sure it will work for you? Well, I have proof...

[Insert Kevins Testimonial Video]

Kevin went from almost no experience to a \$10,000 sponsorship in two weeks! It’s CRAZY how fast his career expanded with my course and method!

If you are someone who is READY to make some big, life and career-making changes.

If you are ready to learn how to make your dreams into your reality.

If you’re ready to put in the work...

This program is exactly what you’ve been looking for!

**“I wanna be like Kevin!” CTA**

## Now, Let's Break It Down...

### MODULE 1: Let's Talk About You

You are your brand and developing your personal brand makes a huge difference down the line when you're looking for sponsors.

To do that you need a few things:

- Your Story
- Your Brand Identity and Mission
- Your Ultimate Fan or Audience

This module helps you create a solid foundation for your program and EVERYTHING else is built on this foundation. This is one of the big secrets that is missing when most riders approach sponsors.

### MODULE 2: How To Represent You

With your foundation established, you then have to learn how to represent your brand. When you represent your brand accurately, the sponsors that most align with it won't be able to resist. This also means they are more likely to stick around for a long time.

To represent yourself you need to learn:

- Why Email Is More Important Than Social Media.
- How to Set Up Your Email To Be An Effective Tool
- How To Build Your Website
- How To Get People Invested In You
- The Legality Of Your Program

By the end of this lesson, you will have established your online presence and legitimized your program, opening you to limitless sponsorship opportunities.

### MODULE 3: Social Media

Social Media has leveled the playing field for riders and racers. Everyone has an equal voice and chance to impact people and with a strong social media presence, you can leverage this to your advantage when getting or keeping sponsorships.

Go from social media scroller to badass brand when you learn:

- The different types of social media
- How to present your brand through social media
- Which social media is best for you
- Top tips and tricks for success on Instagram, Facebook, and YouTube

- How to get sales on social media without selling

You'll finish this lesson with a strong understanding of your social media presence and how to use it to your greatest advantage.

## MODULE 4: Networking 101

Networking sounds like a stuffy, business suit-wearing, boring activity, and for many, approaching strangers and asking for money is super uncomfortable. But it doesn't have to be!

In this lesson, you'll learn:

- Where and how to meet the right people
- The best way to start the right conversations
- The best way to let them do all the talking

With an understanding of networking and how to use it to your advantage. You will be on your way to building a solid business that funds your greatest passion, so you never have to do stuffy, business suit-wearing, boring work again.

## MODULE 5: Picking Your Sponsor

Understanding a brand as well as you understand your own is vital in choosing which companies to pitch for sponsorship. The sponsors who align most with you are the ones who pay big and stick around.

To pick your ideal sponsors, you have to learn:

- Why Companies Sponsor
- What specific industries want from a sponsorship
- How your brand fits into other companies

By the end of this lesson, you'll have a list of prospective sponsors and an idea of what to pitch to them. You'll have all the tools to make your program stand out without having to change who you are.

## MODULE 6: Having The Right Conversation

Soliciting sponsorships is much more than just "sponsor me". You have to know how to talk to sponsors and position yourself as an epic tool in their marketing toolbox.

To do that, you'll have to learn:

- How to lead the first conversation and what to listen for
- The differences in advertisement, marketing, branding, and defining revenue

- What to put in your pitch deck and how to use it properly as a tool.

This lesson will prepare you to have the right conversations with a complete pitch deck and a full understanding of how to pitch effectively.

## MODULE 7: Let's Talk Money

Asking for money and knowing what your program is worth is a rare and highly valuable skill. This could be the lesson that changes your life because this is the lesson that gives you that skill!

In this lesson, you'll learn:

- What tangible and intangible assets that you currently have and could stand to gain
- The mathematical formulas to calculate your programs dollar worth
- What a proposal is and how to build one
- What a racer resume is and how to use it as a tool

With a clear understanding of what your program is worth and the confidence to go get it, you'll be signing \$10,000 deals in no time.

## MODULE 8: The Follow Through

The dreaded questions... "What do I get in return?" & "How does this benefit me?" Knowing the answers can make or break your potential deal. And most people don't have those answers, or at least not in a way sponsors understand best.

In this lesson, you'll learn:

- What return on investment is in a motorsports program
- How to define and establish return on investment parameters
- What proof of performance reports are and how they are **essential** to your program

This lesson gives you an irrefutable answer to those dreaded questions and the confidence to prove your program is worth the investment year after year.

## BONUS MODULE 9: Developing Your Brand Through Your Fans

Your fans are a force to be reckoned with. From calls to action to supporting personal goals, your fans are a way to build your brand and add value to your program.

To develop your loyal fan base, you'll have to learn:

- Why your fans are important
- The order of events to calling your fans to action



- The best ways to stay in touch with your audience and earn their loyalty

When you can utilize a small engaged audience, you bring more value to your program than just a large social media following. They help you provide more proof of what your program is worth and why sponsors should give you the big bucks.

**Program Starts: February 20, 2023**

One Time Payment

\$3,000

**Payment Plan Available**

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## Join Risk-Free With A Money-Back Guarantee

Things happen! I get that... If in the first two weeks, you try Novice to Pro Sponsorship Secrets and you don't think it will take you from hobbyist to sponsored rider, just reach out and I'll refund your purchase in full.

**"Say no more, I'm in!" CTA**

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## A Word From My Fans

### **Amber B.**

"Catherine is an amazing teacher! She is patient, encouraging, and knowledgeable. She talks through your mistakes and then shows you how to correct them. Catherine truly wants you to succeed!"

### **Anisa V.**

"Catherine is positive, engaging, fun and she made the entire experience so great that even when I was frustrated, she still motivated me. Encouraging me to keep going and try new things."

## Novice to Pro Sponsorship Secrets is Perfect for You If...

- You know that it is 100% in your reach to live the dream and go pro
- You are ready to do what it takes to make your dream a reality
- You need mentorship to know how to make your riding into a business
- You have a passion for motorsports and want this to be your full-time job

### “I’m Ready To Go Pro” CTA

## You Got The Q’s... I Got The A’s

### **Does this work for racers on four wheels? What about us in cars and on four wheels?**

Absolutely! This is a sponsorship business strategy course at its core. The system works the same way no matter what section of the motorsports industry you are in.

### **Do I need to be a racer or podium to take any of these courses?**

Absolutely not! All you need is a strong passion to do what you love, and the willingness to put in the work. I’ll show you how to get there!

You do not need to race or even want to race to get sponsored. This course covers all forms of motorsport sponsorships from rally racing, go-karts, road racing, dirt formats, and adventure riding. From pro and amateur level racing we will cover it all.

### **Is this just some cookie-cutter approach? I want to do things differently and I’m not sure it will work for me.**

It’s completely customizable, and the industry changes year after year! That’s why I give you lifetime access. I show you how to build your program, but you get to make it to your specific brand that I will help you create. That way you can create your programs to fit your needs.

### **How long do I have access to the materials?**

Forever! I am selling this course with the intention that it is the last resource you will ever need to help secure sponsorships. So for that reason, I give you lifetime access to these materials.

Each year you can go back through the materials, workbooks, and videos to reassess and change anything, if needed, to match your sponsorship solicitations to your unique program year over year.

The group coaching is limited to 3 months, but you do have the option to extend at the end of the 3 months. However, it’s my goal to make sure you don’t need more than that 3 months of group coaching to reach your sponsorship goals.

### **What if I want or need more than 3 months of coaching?**

Our program is meant to teach you how to sustainably alter your program and your offer, year after year, pitch after pitch for each unique situation.

However, if you wish to extend your coaching you absolutely can! All programs have the option to extend the coaching if you want more direct mentorship.

### **What's a "program" and do I have one?**

Everyone has a program!

A program simply refers to one season of planned events. If you're a racer, your program includes anticipated races, practice days, track days, coaching events, schools you plan to attend, etc.

If you don't race, then it's a similar deal, expected trips, events you plan to attend, bike shows, group rides, trail rides, schools, clinics, etc.

### **Why is it called "The Leaky Mushroom Moto Ranch"?**

One day, my mother was walking through the woods marveling at her new phone's IMPRESSIVE camera quality and stumbled across, you guessed it. A LEAKY MUSHROOM! She loved the sound of it, talked about building different ideas off of the name and I named the business after that idea as a token of appreciation to her and all the support she put into this, but also...I like the name too.

That's it. No double meanings, no stoner jokes (okay maybe a few, but none of them real), and just some awesome people that love to be outside ripping dirtbikes. We are The Leaky Mushroom Moto Ranch.

### **Do you have any incentives if I refer a friend?**

Keep an eye on this! We are working on building our affiliate program. That means you'll get paid to refer!

### **Can I share course info with a friend?**

The insights you learn will definitely be share-worthy, but the activities in each class are tailored for the individuals within the course. In order for your friends to get the best results, we recommend they sign up to take the course themselves.

### **Are my results guaranteed?**

Like anything in life, you will get out of this course what you put into it. While we do offer a 14-day money-back guarantee, the results you get are up to you. We can promise that if you commit to the process and put in the work, you will see results.

### **Is there a money-back guarantee?**

Yes. If for some reason you change your mind, it's not the vibe, or you have some life events come your way and you need your money back, I offer a 14-day money-back guarantee.

**Are there payment plan options?**

Heck yes, I have payment plan options. Obviously, you get the best deal from paying in full but sometimes you gotta do what ya gotta do. You can choose that option at checkout.

**“Join the Crew” CTA**

This course is not going to be offered at this price for long. In fact, this group is the only group that is being offered this life-changing course for this low price. So ask yourself...

Are you ready to invest in your brand, your business, and your passion?

Are you ready to make your love of motorsports your full-time job?

Are you ready to be making \$3,000, \$5,000, or even \$10,000 in sponsorships in the next six months?

Yes? Good... I thought so...

Then let's go! It literally couldn't be a better time to join, plus, you have 14 days to change your mind!

Click the button below to join the crew.

**Program Starts: February 20, 2023**

**Get all this for just \$3,000**

**Payment Plan Available**

**“Go Pro” CTA**