

# MAKE MORE MONEY!

Got a great idea? Want to get rich? Stay tuned... We've got the show for you

● Brad Woodgate believes he can make you a millionaire, maybe even a billionaire—and he wants to do it on national television. Woodgate, the CEO of supplement industry giant Wellnx, believes so strongly in his proposition—he developed a reality show concept called The Entrepreneur In Me (TEIM), a reality TV show about “finding the next great entrepreneurs”—that he’s handed over stewardship of Wellnx to his management team in order to funnel all of his time and energy into launching his ambitious dream project. Now he needs you.



Brad Woodgate, CEO Wellnx

“I really believe you have a competitive advantage when you’re fit and healthy. You have to think of yourself, and your body, as a corporation—with money in, and money out, and with health requirements that make you function better. To compete on a world stage in terms of business and entrepreneurship, you need to be focused—and to be focused, you need energy from getting in shape and staying in shape. If you’re not fit, you’re at a significant disadvantage in the business world.”

“The idea,” Woodgate says, “is to give this opportunity of entrepreneurialism to everyone in a unique way that hasn’t ever been done before on television.”

Woodgate knows two things better than most: entrepreneurship and the fitness industry. Along with his brother Derek, the Brampton, Ontario, native and former collegiate basketball player started Wellnx in his parents’ basement with less than \$30,000 in startup capital—essentially every dollar the brothers had ever saved. Beginning with a three-month sales trial in a few GNC stores in British Columbia, Canada, the Woodgates built Wellnx into an industry behemoth raking in \$100 million in annual sales.

“We weren’t given anything,” Woodgate says. “We had no board of directors or big list of contacts. The first two years were rough. Really rough. We just

didn’t take no for an answer.”

Knowing what it’s like to have a dream and work for it, Woodgate wants to create a platform for others to have a chance to realize theirs.

The TEIM reality show concept took shape when Woodgate realized that existing business shows didn’t exactly describe the experiences he and Derek went through when founding Wellnx. “None of what I was seeing really hit the mark when it came to entrepreneurship. Just giving people money or putting them through tests—I needed more than that when I was starting out.

“I want to make this opportunity available to everyone—the way I learned it, the way I went through it—so people everywhere can aspire to be world business leaders instead of entertainers,” Woodgate says. His goal now is to get as many people as possible to see his TEIM reality concept

and sign up to be on the show.

TEIM’s contestants will come from a variety of backgrounds—including potential entrepreneurs with existing ideas as well as those who want to learn to develop them. Each week, contestants will execute real-world tasks like writing business plans, creating package design, marketing, and pitching to potential clients. They’ll also learn to solicit investors, the same way Woodgate did when looking at options for capital with Wellnx.

“These are the real-life experiences that we faced,” Woodgate says. “With this show, everyone will have the opportunity. There’s not going to be one person who’s ineligible to get on this show. What we want to find out is who the next great entrepreneur is. Who can do this at the top level in the world?”

Woodgate found the entrepreneur in himself. Question is, will he find one in you?

## PREPARE TO LAUNCH

Through The Entrepreneur In Me, Woodgate aims to produce some of the best entrepreneurs and companies in the world and get America working again. But first, he needs your help.

→ For more info, go to [TheEntrepreneurInMe.com](http://TheEntrepreneurInMe.com). There, you’ll find more information about the show, plus a five-minute video explaining the TEIM concept in depth. You can even sign up to be one of the show’s first contestants.



## BRAD'S SIX STEPS TO SUCCESS

- 1) Believe in yourself and your idea. If you don’t, no one else will.
- 2) Research your industry, competitors, and opportunities.
- 3) Have a point of difference and highlight it in everything that you do.
- 4) Network and make use of all available resources that don’t require capital.
- 5) Be prepared to fail, correct mistakes, and keep going.
- 6) Develop a business plan, set goals, and celebrate achievements.