

Ready for Real Life Instruction and Education

Modern Manners and Mental Fortitude (MMMF) LLC

Community & Workshop Revenue Potential — readyforreal.life

EARNING POTENTIAL SUMMARY

\$4,000 Single workshop floor	\$48,000 Year 1 target (1/mo)	\$150K+ Year 3-5 ceiling
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COMMUNITY & GROUP WORKSHOPS

In-person workshop Half-day workshop \$150-\$200 per attendee / 3-4 hours -> 20 attendees x \$175 avg = \$3,500/event -> Church groups, youth orgs, PTSO -> Community centers, rec programs -> No school contract required	Full-day workshop Full-day workshop \$200-\$300 per attendee / 6-8 hours -> 20 attendees x \$250 avg = \$5,000/event -> Deeper curriculum coverage -> Includes workbook materials -> Suitable for teen leadership programs
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ONLINE & SELF-PACED

Self-paced course Individual online course \$99-\$297 per person / self-paced -> Parents, homeschool families, individuals -> No live facilitation required -> Evergreen revenue once built -> Scales without added time cost	Coaching add-on Course + coaching bundle \$500-\$1,000 per person / course + sessions -> Online course + live accountability sessions -> Small groups of 4-6 participants -> Higher price point, lower volume -> Builds referral network
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CORPORATE & ORGANIZATION CONTRACTS

Organization contract

Private org / employer

\$2,000-\$5,000

per engagement / group



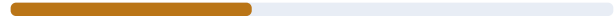
- > Businesses, nonprofits, faith orgs
- > Youth-serving organizations
- > Juvenile detention / reentry programs
- > Custom delivery for groups up to 30

Speaking engagement

Keynote / speaking

\$500-\$3,000

per event



- > Conferences, parent nights, summits
- > Fee varies by audience size and travel
- > Often leads to follow-on workshop bookings
- > Builds brand visibility

5-YEAR REVENUE PROJECTIONS

Year	Conservative	Target	High Path	Key activity
Year 1	\$12,000	\$24,000	\$48,000	6-12 workshops, online course launched
Year 2	\$25,000	\$50,000	\$80,000	Org contracts added, speaking bookings
Year 3	\$40,000	\$75,000	\$120,000	Recurring org clients, course revenue
Year 4	\$50,000	\$90,000	\$135,000	Referral network established
Year 5	\$60,000	\$100,000	\$150,000	Stable recurring community revenue

About the program

Modern Manners & Mental Fortitude is a 16-week, scenario-based curriculum focused on applied decision-making, real-world communication, and character development. The program was developed from nearly two decades of law enforcement experience and is structured around Social Emotional Learning (SEL) frameworks with an emphasis on transfer — equipping students to apply skills in real-life situations, not just academic settings. It is designed for high school students and young adults and can be delivered in school, community, and organizational settings.

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About the program

Ready for Real Life Instruction and Education (MMMMF) is a 16-week, scenario-based curriculum focused on applied decision-making, real-world communication, and character development. The program is built around social and emotional learning, transfer design, and practical implementation for school, community, and organizational settings.