
THE PATIENT BUILDER'S TOOLKIT

11 Frameworks to Build Your Online Business Without the Hype

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INTRODUCTION

This toolkit contains all the frameworks from *The Patient Builder: From Waiting to Launched*. These are practical, actionable tools designed to help you build your online business with patience, integrity, and sustainable progress—not hype or manipulation.

Each framework addresses a specific challenge in the online business journey. Use them in order as you progress through your 90-day build, or reference them as needed when you face specific obstacles.

These frameworks are meant to be used, not just read. Print them, fill them out, refer back to them regularly. They work best when applied consistently.

FRAMEWORK 1: THE WAITING AUDIT

Purpose

Identify the difference between preparing and hiding. Diagnose whether you're genuinely learning or using research as avoidance.

When to Use

- Whenever you feel "busy" but unchanged week to week
- When you've been researching for months with no public output
- Before you commit to a new course or program

The 5-Step Exercise

Step 1: List Your Last 10 "Business Actions"

Write down everything you've done in the last 2 weeks related to building your business. Be specific.

Example actions:

- Watched a YouTube video about niches
- Read an article on email marketing
- Downloaded a template
- Attended a webinar
- Wrote a draft blog post
- Published a social media post
- Sent an email to your list
- Recorded a video lesson

Step 2: Mark Each as C or R

- **C = Consumption** (reading, watching, learning, planning)
- **R = Real Output** (creating, publishing, shipping something to the world)

Step 3: Circle Public Actions

Circle anything that reached the public world:

- A published post
- A sent email
- A shared video
- A page on your website
- Anything someone else could see

Step 4: Name the Emotion You Were Avoiding

For each consumption item, write the emotion you were protecting yourself from:

- Judgment
- Rejection
- Looking foolish
- Being wrong
- Being exposed as unqualified
- Wasting time
- Failure

Step 5: Choose One Creation Action for Next Week

Pick one small, public thing you'll create and ship in the next 7 days. Write it down.

What You'll Discover

Most people find their last 10 actions are approximately:

- 8-9 Consumption
- 1-2 Real Output
- 0 Public actions

This is normal. It's also fixable.

What to Do Next

- Commit to flipping the ratio
- Aim for 50/50 consumption to creation next week
- Make "public" non-negotiable

Your Waiting Audit Worksheet

Action C or R? Public? Emotion Avoided

- 1
- 2
- 3
- 4
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- 6
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- 9

Action C or R? Public? Emotion Avoided

10

My next creation action for the next 7 days:

FRAMEWORK 2: THE CUSHION TARGET EXERCISE

Purpose

Define why building now matters financially. Create realistic stakes that turn "someday" into a time-bound decision.

When to Use

- When motivation fades
- When you need practical urgency (not hype urgency)
- Before committing to your 90-day plan

The Exercise

Step 1: Identify 3 Common "Surprise" Categories

What unexpected expenses hit your household?

- Car repairs
- Medical/vet bills
- Home repairs
- Appliance replacement
- Emergency travel

Step 2: Choose Your Starter Cushion Number

What amount would turn panic into annoyance?

- \$500? \$1,000? \$2,000? \$3,000?

Write it down. This is your **Cushion Target**.

Step 3: Set a 90-Day Contribution Goal

How much can you realistically add to your cushion in 90 days through:

- Side income from your business
- Cutting one expense
- Combination of both

Step 4: Define What Your Business Must Do First

Your first goal isn't \$10K/month. It's:

- Create a repeatable path to small, consistent earnings
- Prove the system works with real customers
- Build foundation before scaling

Example

Cushion Target: \$2,000

Current Buffer: \$400

Needed: \$1,600 in 90 days

Business Goal: Generate \$100-150/month consistently

Timeline: Launch by week 13, iterate in months 4-6

What This Protects

- You from financial panic
- Your family from sudden stress
- Your business from desperate decisions
- Your integrity from manipulation tactics

Your Cushion Target Worksheet

Monthly Expenses: \$ _____

Current Savings: \$ _____

Target Cushion (months × expenses): \$ _____

Gap to Close: \$ _____

In 90 days, I will have produced:

FRAMEWORK 3: THE 90-DAY BUILD BOARD

Purpose

Create a visible, trackable plan that prevents drifting back into research loops. Force production instead of intention.

When to Use

- Immediately when you commit to building
- As your operating system for the entire journey
- Weekly for planning and review

The System: 3 Lanes

LANE 1: BUILD

What are you creating this week?

- Course module
- Website page
- Email sequence
- Product outline
- Framework/system

LANE 2: PUBLISH

What's going public this week?

- Blog post
- Email to your list
- Social media content
- Video
- Anything someone else can see

LANE 3: MEASURE

What metric are you tracking?

- Website views
- Email subscribers
- Comments/replies
- Content published
- Completion of tasks

The Weekly Ritual

Every Sunday: Plan the Week

- What will I build?

- What will I publish?
- What will I measure?
- What does "shipped" look like?

Every Wednesday-Saturday: Execute

- Protected time blocks
- No checking metrics constantly
- Just do the work

Every Sunday Evening: Review

- Did I complete my build task?
- Did I publish?
- What did I measure?
- What worked? What didn't?
- What's next week's plan?

Minimum Done Criteria

Define exactly what "shipped" looks like:

- Blog post = 500+ words, published, shared once
- Video = 5-10 minutes recorded, uploaded, published
- Module = 3-5 lessons drafted, recorded, or written
- Email = written, scheduled, sent

No perfection required. Shipped beats polished.

The Budget Cap

Set a monthly tool budget and stick to it:

- Hosting: \$15-20
- Email service: \$0-30
- Courses/training: \$50-100
- Mic/basic equipment: One-time \$50-100
- **Total monthly: \$100-150**

Constraints force creativity and prevent endless buying.

Your 90-Day Commitment

My chosen learning path: _____

My weekly public output: _____

My weekly review time: _____

My tool budget cap: \$ _____

FRAMEWORK 4: THE ONE-SENTENCE CLARITY EXERCISE

Purpose

Choose a niche and message rooted in lived reality, not trends. Create clarity that guides every decision.

When to Use

- Before building your website
- Before writing any sales copy
- Before creating content
- When you feel lost about what to teach

The Exercise

Part 1: Your Audience Statement

Fill in this template:

"I help [specific person] who [specific struggle] to [specific outcome] by [specific method]."

Example: "I help cautious beginners who are paralyzed by research and conflicting advice to ship their first offer by following a structured 90-day system that prioritizes foundation over speed."

Keep revising until:

- It feels specific, not broad
- You recognize yourself in it
- Every word feels true

Part 2: Define Who You're NOT For

Write: "This is NOT for..."

Examples:

- People looking for overnight results
- People who want to skip fundamentals
- People attracted to hype tactics
- People who won't commit to consistent weekly output
- People who expect guaranteed income

Exclusion creates clarity.

Part 3: Your Anti-Hype List

Write 10 claims you refuse to make:

1. "Make \$10K in 30 days"
2. "No experience needed"
3. "Work 2 hours a week"
4. "Guaranteed income"
5. "Secret formula"
6. "Skip the hard parts"
7. "This always works"
8. "Copy-paste system"
9. "Instant results"
10. [Your personal line you won't cross]

What You'll Have

- Clear positioning
- Confident voice
- Ethical boundaries
- Protection against compromising later

Your Niche Sentence

I help _____

achieve _____

through _____

FRAMEWORK 5: THE MENTOR FILTER

Purpose

Evaluate guidance by specificity, ethics, and measurability. Choose frameworks that reward fundamentals, not slogans.

When to Use

- Before adopting new tactics
- Before buying another course
- When conflicting advice makes you doubt yourself
- Before letting someone influence your direction

The 5 Questions

Question 1: Specificity

Do they explain HOW in specific steps, or just promise WHAT in vague outcomes?

- Green flag: "Here's the exact 5-step process..."
- Red flag: "Just believe and it happens"

Question 2: Timelines

Do they show realistic timelines, or only highlight fastest wins?

- Green flag: "Most people see results in 3-6 months"
- Red flag: "Make money in 7 days!"

Question 3: Failures

Do they discuss what can go wrong, or only what goes right?

- Green flag: "Here's what didn't work and why..."
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Question 4: Flexibility

Do they require you to follow their exact system, or teach principles you can adapt?

- Green flag: "Use this framework your way"
- Red flag: "Do exactly what I say or it won't work"

Question 5: Ethics

Do their ethics align with yours?

- **✗** Red flags: Fake scarcity, manipulation, inflated claims, urgency hacks, false testimonials

Scoring

If 3+ answers are red flags: Ignore this source.

If 2 or fewer red flags: Evaluate further.

If all green flags: This is worth your attention.

What This Protects

- Your time (no more useless courses)
 - Your money (no impulse buying)
 - Your integrity (no compromising values)
 - Your direction (focused vs. scattered)
-

FRAMEWORK 6: THE SKEPTICISM FILTER

Purpose

Handle doubt from people you care about without letting it derail you. Separate valid concerns from projection.

When to Use

- When family expresses doubt
- When friends question your timeline
- When colleagues are skeptical
- When your own inner skeptic speaks

The 5 Questions

Question 1: Have They Built What You're Building?

If they haven't, they don't understand the timeline.

Question 2: Do They Understand Your Specific Timeline?

Your 90-day plan isn't their timeline.

Question 3: Are They Measuring by Their Standards or Yours?

Different games have different rules.

Question 4: Is Their Concern About You or Their Own Discomfort?

Often skepticism is about their own fear of risk.

Question 5: Would You Trade Places with Them?

If not, their path isn't your path.

Decision Framework

If answers suggest their skepticism is about them, not about your actual progress:

- Thank them
- Keep building
- Their opinion doesn't apply to your path

If answers suggest legitimate concerns:

- Listen
- Address the specific worry
- Adjust if needed

What This Protects

- Your confidence (don't let doubt destabilize you)
- Your relationships (don't become defensive)
- Your direction (don't abandon your path for approval)

FRAMEWORK 7: THE CALM CONTENT TEMPLATE

Purpose

Create trust-building content that doesn't require hype or manipulation. Teach what you're learning.

When to Use

- For your first 4-6 pieces of content
- When you're not sure what to write
- When you need structure to stabilize your voice

The 5-Part Structure

Part 1: Here's What I'm Doing

State your action simply.

Example: "This week I outlined my complete course structure, defined my pricing, and wrote my sales page."

Part 2: Here's Why I Chose It

Explain your reasoning.

Example: "I chose this approach because I was tired of tweaking endlessly. I needed to commit to something and ship."

Part 3: 3 Steps You Can Take

Make it immediately actionable.

Example:

1. Define your course structure (what transformation are you creating?)
2. Decide on pricing (what does your position justify?)
3. Write your sales page (what does honest positioning sound like?)

Part 4: 1 Boundary (What You Won't Do)

State what you refuse to do.

Example: "I'm not using countdown timers. I'm not creating fake scarcity. I'm not overpromising outcomes."

Part 5: 1 Question

Invite calm dialogue.

Example: "What's one boundary you're setting for your business?"

What You'll Have

- Clear, personal content
- Teaching that comes from doing
- Honest voice that builds trust
- No performance required

FRAMEWORK 8: THE WEEKLY BUILD TRACKER

Purpose

Track progress without obsession. Measure what matters without daily anxiety spirals.

When to Use

- Every week to plan and review
- Print it and keep it visible
- Once per week, not daily

The One-Page System

WEEK ___ PLAN

BUILD: What are you creating this week?

PUBLISH: What's going public this week?

MEASURE: What metric are you tracking?

MINIMUM DONE CRITERIA

What does "shipped" look like specifically?

WEEKLY REVIEW

What worked:

What didn't:

One thing to adjust next week:

Why This Works

- No daily checking (no anxiety)
- Clear definition of done
- Weekly rhythm builds momentum
- Measurement is directional, not identity

FRAMEWORK 9: THE WELCOME SEQUENCE FRAMEWORK

Purpose

Build email trust automatically. Deliver value immediately and set expectations.

When to Use

- Immediately when someone signs up
- Before you launch your paid offer
- To start building your relationship

The 3-Email Sequence

EMAIL 1: You're In. Here's What Happens Next

Send: Immediately upon signup

Subject: "You're in. Here's what happens next."

Content:

- Thank them
- Explain what they get
- Set expectations

- Tell them when next email comes
- Give them an easy out

Example: "Thanks for signing up. I send one email per week with:

1. What I built (the actual work)
2. What I learned (the surprising parts)
3. One action you can take

That's it. No daily emails. No urgency. No bait-and-switch.

Next email comes [DATE].

If you ever want to unsubscribe, the link is at the bottom. No hard feelings."

EMAIL 2: Your First Value (1-3 Days Later)

Send: 1-3 days after signup

Subject: "Here's the framework that changed everything"

Content:

- Share one useful framework
- Explain it simply
- Give a real example
- Invite them to reply
- Mention your paid offer (soft mention only)

Example: "The Waiting Audit taught me the difference between preparing and hiding.

It's simple:

1. List your last 10 business actions
2. Mark each as Consumption (C) or Creation (R)
3. See the actual ratio

Most people find 8-9 C and 1 R.

If you want the full worksheet, reply to this email.

(This is Lesson 1 in my paid course. You're getting it free.)"

EMAIL 3: Introduce Your Offer (5-7 Days Later)

Send: 5-7 days after signup

Subject: "When you're ready"

Content:

- Remind them of value delivered
- Introduce your offer (honest, specific)
- Explain pricing and what's included
- Add your guarantee
- Make it easy to say no

Example: "Over the past week, you got the Waiting Audit framework.

If that's been useful and you want the complete system—15 modules, 11 frameworks, everything I built in 90 days—it's here: [LINK]

Price: \$10 (PDF, lifetime access)

Guarantee: If you don't find it useful, let me know and I'll refund you.

No pressure. This works for cautious beginners who want honest, slow-build systems.

If that's you, I'll see you inside."

What This Does

- Builds trust with real value first
- Sets expectations clearly
- Makes the sale feel natural
- Protects your reputation (no manipulation)

FRAMEWORK 10: THE CONTROL LIST

Purpose

Separate what you control from what you don't. Focus energy on what matters. Reduce anxiety and increase clarity.

When to Use

- Anytime you feel scattered, guilty, or reactive
- When launch pressure builds
- When others' opinions start affecting your decisions
- When anxiety increases

The 3 Columns

CONTROL	INFLUENCE	NO CONTROL
Your weekly output	Offering cowork sessions	Others' effort
Your ethics	Asking for feedback	Algorithms
Your time blocks	Setting clear deadlines	Instant praise
Your next draft	Sharing resources	Others' skepticism

How to Use

Step 1: When feeling overwhelmed, write down everything causing stress

Step 2: Sort each item into one of the three columns

Step 3: Focus ONLY on the "Control" column for your next action

Step 4: Share your "Control" commitments with your accountability partner

What This Protects

- Your confidence (don't let doubt destabilize you)
- Your relationships (support without carrying)
- Your direction (focus on what matters)
- Your energy (stop chasing what you can't control)

Key Insight

You don't need approval to keep promises to yourself. Anxiety decreases when your next step is obvious. This isn't emotional shutdown—it's clarity.

FRAMEWORK 11: THE NEXT QUARTER PROCESS BOARD

Purpose

Turn your first launch into a repeatable quarterly cycle. Build for sustainability, not just one-time success.

When to Use

- Immediately after your first launch, regardless of results
- Every quarter to plan the next 90 days
- When you need to reset after setbacks

The Board Structure

WHAT I'LL BUILD WHAT I'LL PUBLISH WHAT I'LL MEASURE

Weekly content topic	1 post per week	Email list growth
Next offer iteration	1 email per week	Engagement rate
Course improvements	1 value piece monthly	Conversion clarity

Weekly Review Questions

Did I ship what I committed to ship?

What worked this week?

What didn't work?

What's the one adjustment for next week?

Ethics Checklist for Every Promotion

Before any launch or promotion, verify:

- No fake scarcity
- No inflated claims
- Clear, honest expectations
- Realistic timelines
- Genuine testimonials only

What to Measure

Don't obsess over:

- Daily revenue fluctuations
- Individual unsubscribes
- Competitor activity

- Algorithm changes

Do track weekly:

- Content published (yes/no)
- Email sent (yes/no)
- List growth (+/- number)
- One improvement made (what was it?)

Key Insight

Success is a cycle you repeat, not a moment you reach. The first sale proves you're no longer waiting. The next quarter is where it compounds. Durable creators win long-term.

YOUR NEXT STEPS

These frameworks are designed to be used in sequence throughout your 90-day journey. Each builds on the previous one, creating a complete system for building your online business with integrity.

Start with the Waiting Audit. Be honest about where you are. Then commit to the 90-Day Build Board and begin your weekly output rhythm.

Remember: You don't need to be perfect. You just need to be consistent. Trust the process, stay patient, and build something real.

For More Resources and Support:

- **Visit:** onlinewithdale.com
- **Read:** *The Patient Builder: From Waiting to Launched* (available now)

Email: Here's the complete **Patient Builder Toolkit** text - ready to copy:

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If not, their path isn't your path.

Decision Framework

If answers suggest their skepticism is about them, not about your actual progress:

- Thank them
- Keep building
- Their opinion doesn't apply to your path

If answers suggest legitimate concerns:

- Listen
- Address the specific worry
- Adjust if needed

What This Protects

- Your confidence (don't let doubt destabilize you)
 - Your relationships (don't become defensive)
 - Your direction (don't abandon your path for approval)
-

FRAMEWORK 7: THE CALM CONTENT TEMPLATE

Purpose

Create trust-building content that doesn't require hype or manipulation. Teach what you're learning.

When to Use

- For your first 4-6 pieces of content
- When you're not sure what to write
- When you need structure to stabilize your voice

The 5-Part Structure

Part 1: Here's What I'm Doing

State your action simply.

Example: "This week I outlined my complete course structure, defined my pricing, and wrote my sales page."

Part 2: Here's Why I Chose It

Explain your reasoning.

Example: "I chose this approach because I was tired of tweaking endlessly. I needed to commit to something and ship."

Part 3: 3 Steps You Can Take

Make it immediately actionable.

Example:

1. Define your course structure (what transformation are you creating?)
2. Decide on pricing (what does your position justify?)
3. Write your sales page (what does honest positioning sound like?)

Part 4: 1 Boundary (What You Won't Do)

State what you refuse to do.

Example: "I'm not using countdown timers. I'm not creating fake scarcity. I'm not overpromising outcomes."

Part 5: 1 Question

Invite calm dialogue.

Example: "What's one boundary you're setting for your business?"

What You'll Have

- Clear, personal content
- Teaching that comes from doing
- Honest voice that builds trust
- No performance required

FRAMEWORK 8: THE WEEKLY BUILD TRACKER

Purpose

Track progress without obsession. Measure what matters without daily anxiety spirals.

When to Use

- Every week to plan and review
- Print it and keep it visible
- Once per week, not daily

The One-Page System

WEEK ___ PLAN

BUILD: What are you creating this week?

PUBLISH: What's going public this week?

MEASURE: What metric are you tracking?

MINIMUM DONE CRITERIA

What does "shipped" look like specifically?

WEEKLY REVIEW

What worked:

What didn't:

One thing to adjust next week:

Why This Works

- No daily checking (no anxiety)
- Clear definition of done
- Weekly rhythm builds momentum
- Measurement is directional, not identity

FRAMEWORK 9: THE WELCOME SEQUENCE

FRAMEWORK

Purpose

Build email trust automatically. Deliver value immediately and set expectations.

When to Use

- Immediately when someone signs up
- Before you launch your paid offer
- To start building your relationship

The 3-Email Sequence

EMAIL 1: You're In. Here's What Happens Next

Send: Immediately upon signup

Subject: "You're in. Here's what happens next."

Content:

- Thank them
- Explain what they get
- Set expectations
- Tell them when next email comes
- Give them an easy out

Example: "Thanks for signing up. I send one email per week with:

1. What I built (the actual work)
2. What I learned (the surprising parts)
3. One action you can take

That's it. No daily emails. No urgency. No bait-and-switch.

Next email comes [DATE].

If you ever want to unsubscribe, the link is at the bottom. No hard feelings."

EMAIL 2: Your First Value (1-3 Days Later)

Send: 1-3 days after signup

Subject: "Here's the framework that changed everything"

Content:

- Share one useful framework
- Explain it simply
- Give a real example
- Invite them to reply
- Mention your paid offer (soft mention only)

Example: "The Waiting Audit taught me the difference between preparing and hiding.

It's simple:

1. List your last 10 business actions
2. Mark each as Consumption (C) or Creation (R)
3. See the actual ratio

Most people find 8-9 C and 1 R.

If you want the full worksheet, reply to this email.

(This is Lesson 1 in my paid course. You're getting it free.)"

EMAIL 3: Introduce Your Offer (5-7 Days Later)

Send: 5-7 days after signup

Subject: "When you're ready"

Content:

- Remind them of value delivered
- Introduce your offer (honest, specific)
- Explain pricing and what's included
- Add your guarantee
- Make it easy to say no

Example: "Over the past week, you got the Waiting Audit framework.

If that's been useful and you want the complete system—15 modules, 11 frameworks, everything I built in 90 days—it's here: [LINK]

Price: \$10 (PDF, lifetime access)

Guarantee: If you don't find it useful, let me know and I'll refund you.

No pressure. This works for cautious beginners who want honest, slow-build systems.

If that's you, I'll see you inside."

What This Does

- Builds trust with real value first
 - Sets expectations clearly
 - Makes the sale feel natural
 - Protects your reputation (no manipulation)
-

FRAMEWORK 10: THE CONTROL LIST

Purpose

Separate what you control from what you don't. Focus energy on what matters. Reduce anxiety and increase clarity.

When to Use

- Anytime you feel scattered, guilty, or reactive
- When launch pressure builds
- When others' opinions start affecting your decisions
- When anxiety increases

The 3 Columns

CONTROL	INFLUENCE	NO CONTROL
Your weekly output	Offering cowork sessions	Others' effort
Your ethics	Asking for feedback	Algorithms
Your time blocks	Setting clear deadlines	Instant praise
Your next draft	Sharing resources	Others' skepticism

How to Use

Step 1: When feeling overwhelmed, write down everything causing stress

Step 2: Sort each item into one of the three columns

Step 3: Focus ONLY on the "Control" column for your next action

Step 4: Share your "Control" commitments with your accountability partner

What This Protects

- Your confidence (don't let doubt destabilize you)
- Your relationships (support without carrying)
- Your direction (focus on what matters)
- Your energy (stop chasing what you can't control)

Key Insight

You don't need approval to keep promises to yourself. Anxiety decreases when your next step is obvious. This isn't emotional shutdown—it's clarity.

FRAMEWORK 11: THE NEXT QUARTER PROCESS BOARD

Purpose

Turn your first launch into a repeatable quarterly cycle. Build for sustainability, not just one-time success.

When to Use

- Immediately after your first launch, regardless of results
- Every quarter to plan the next 90 days
- When you need to reset after setbacks

The Board Structure

WHAT I'LL BUILD WHAT I'LL PUBLISH WHAT I'LL MEASURE

Weekly content topic	1 post per week	Email list growth
Next offer iteration	1 email per week	Engagement rate
Course improvements	1 value piece monthly	Conversion clarity

Weekly Review Questions

Did I ship what I committed to ship?

What worked this week?

What didn't work?

What's the one adjustment for next week?

Ethics Checklist for Every Promotion

Before any launch or promotion, verify:

- No fake scarcity
- No inflated claims
- Clear, honest expectations
- Realistic timelines
- Genuine testimonials only

What to Measure

Don't obsess over:

- Daily revenue fluctuations
- Individual unsubscribes
- Competitor activity
- Algorithm changes

Do track weekly:

- Content published (yes/no)
- Email sent (yes/no)
- List growth (+/- number)
- One improvement made (what was it?)

Key Insight

Success is a cycle you repeat, not a moment you reach. The first sale proves you're no longer waiting. The next quarter is where it compounds. Durable creators win long-term.

YOUR NEXT STEPS

These frameworks are designed to be used in sequence throughout your 90-day journey. Each builds on the previous one, creating a complete system for building your online business with integrity.

Start with the Waiting Audit. Be honest about where you are. Then commit to the 90-Day Build Board and begin your weekly output rhythm.

Remember: You don't need to be perfect. You just need to be consistent. Trust the process, stay patient, and build something real.

For More Resources and Support:

- **Visit:** onlinewithdale.com
 - **Read:** *The Patient Builder: From Waiting to Launched* (available now)
 - **Email:** dale@mg.onlinewithdale.com
-

Now go build something worth waiting for.

— Dale Richardson