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Lead with Love  
Foundation

# Business Plan

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# EXECUTIVE SUMMARY

Love is the greatest gift we can give to ourselves, family, nation, and to the world. It is our path to Salvation. We are all made for the same purpose to Love and be Loved. Unconditional Love is the greatest healer.

I am Dr. George J. Ceremuga an Ambassador for Christ recently retired from active duty serving as an Infantry Officer, Air Force Physician and US Public Health Service Physician serving most of my career on Indian Reservations in South Dakota and Montana. I am truly blessed! I now operate under DrGeorgeJ.com with my Holistic Health and Healing practice. God has blessed me with gifts as a healer and teacher. I seek everyone for your gifts and talents in a partnership into perpetuity as we "Lead with Love" for the world.

God blessed each of us a myriad of talents that allow us to collectively change the course of the world. As Ambassadors for Christ, I envision establishing a 501 (c)(3) with investors, a business model, strategic plan, and board of directors to guide this enterprise henceforth called "**Lead with Love Foundation.**" The Business Plan is predicated on Holistic Health and Healing Empowerment Workshops, Executive Wellness Consultations: all with an "Own your Health" approach to being Fully Alive of Mind, Body, and Spirit. Within our empowerment prescription is a daily devotion that inspires us to grow closer to Jesus Christ and each other. Additionally, we offer a myriad of merchandise which can be customized to share, show and be Love.

**Lead with Love Foundation** values all partners and as you give, we give back to you 10% off on all empowerment workshops, Executive Wellness Consultations, and books. We thank you for allowing us the privilege of your time! God Bless you!

# MISSION VISION VALUES

## MISSION

Empower ourselves to optimal health of our mind, body, and spirit through the Creator Model of Healthcare 5 Pillars of Wellness.

## VISION

To build a healthy, vibrant and resilient nation.

## VALUES

Humility, Love, and Forgiveness.

# SWOT ANALYSIS

## STRENGTHS

- God is the core of what we do.
- We are able to respond quickly in decision making (vote of majority).
- We can change (add/remove) marketing strategies quickly if we see our initiative is not working.
- Highly flexible staff structure.
- Highly motivated staff.
- Team-based culture.
- Financial stewardship – charitable giving.
- Overall health of employees – 5 pillars of wellness.
- Positive attitudes: We lead with Love❤️
- Flexibility and resourceful
- Think outside the box
- Spirit filled and passion
- Faith, hope, love
- Consistency in putting out wellness videos and contents
- Continuously improving SEO
- A lot of resources to offer
- Informative biblical approach to wellness

## WEAKNESSES

- We are still building market presence – low market presence.
- Small staff – too many eggs in one basket.
- We are vulnerable to vital staff being sick or leaving.
- Weak profitability levels if our sole source of revenue will be client/workshop-based.
- Lack of relationships with online “influencers”
- More study on the target market
- Replacing an entitlement culture with an empowerment culture

# SWOT ANALYSIS

## OPPORTUNITIES

- Growing resource of content (video).
- Customer relationship culture.
- Grow customer loyalty/retention.
- Recruit staff for content creation/SEO content.
- Cross-train staff.
- Strengthen Pinterest and Youtube presence and use ads in the future.
- Monetize Youtube.
- Monetize website – Google Adsense.
- Create more blogs using a transcription platform.
- Improve CTA of website and socmed platforms.
- Refine structure of the services we offer.
- Construct updated target marketing and marketing segmentation.
- Target niche markets.
- Strengthen/clarify our value proposition.
- Build brand awareness in the US and internationally.
- Create marketing campaigns.
- New books to build brand awareness.
- Improve organic awareness by improving SEO – with Tin
- Book signing exposure at Sanford Children's Hospital, schools, churches
- Love, INC CMOH curriculum
- People are beginning to be open-minded on natural remedies
- More videos with special guests
- Continued posting of blog posts that are tweaked for SEO
- More health and wellness related posts
- Being smart on what we share on socials
- UPDATE (Books, outreach, missionary disciple works)

# SWOT ANALYSIS

## THREATS

- Being slow to adapt to marketing changes due to small staff.
- Ability to meet cash flow requirements – operating cost will increase if manpower will be added.
- Slow progress in brand awareness.
- The evil one
- Entitlement culture
- Mainstream medicine
- Big Pharma
- Government bureaucracy
- Trigger warnings for Covid-related posts from social media platforms
- Being reported as sharing misinformation
- Competitors are interviewing people who are experts in certain field of discussion

# STRATEGIC PLAN

## COMPETITIVE ADVANTAGES

1. Faith of the team.
2. The Mission and Vision of the company.
3. Values of the company.
4. Experience and knowledge of Dr. George in his field.
5. Skills and efficiency of the team.
6. Team's willingness to learn and adapt to changes.
7. Differentiation – importance of spiritual health in the overall wellness.
8. Social responsibility – charitable institutions.

## LONG-TERM GOALS (5-10 YEARS)

1. Share the gospel – through all DrGeorgeJ published books.
2. Increase overall brand awareness, local and international: God Loves the Children book tour, print ads (National, state, and local), podcasts, interview videos, book fairs.
3. Train fellow ambassadors for the CMOH.
4. Build and run our own non-profit organization/foundation - Lead with Love 501c3 Foundation.
5. Profitability of the company through workshop, coaching, consulting, book sales, and generous philanthropists.
6. Build the reputation of Dr. George as an ambassador for Christ in the Holistic Health market/industry.
7. Make the drgeorgej.com website a go-to resource in Holistic Health and Healing.
8. Distribute/sell published DrGeorgeJ, LLC books in different countries.
9. Grow the staff – hire employees/outsource needed for marketing and content.
10. Grow and cultivate brand ambassadors/ influencers.
11. Build local partner companies/organizations to promote Creator Model of Healthcare.
12. Build Center for Holistic Health and Healing of the Paha Sapa (Black Hills) and Jesus of Nazareth International College of Osteopathic Medicine.

## COMPANY PRIORITIES IN THE NEXT 3 YEARS

1. With the prophetic message while floating on my back in the Dead Sea on June 21, 2023, the Holy Spirit whispered to me the solution for peace in the Holy Land was quite enlightening..."God is Love." Our Love God logo is to be the symbol on the flag of the Holy Land—One Country, One Land, The Holy Land ...for all people.
2. Promote Creator Model of Healthcare curriculum.
3. Improve market visibility through social media – Youtube, Pinterest, Facebook by creating more content.
4. Increase website visitors and improve bounce rate.
5. Continue community outreach through free workshops (Social Responsibility).
6. Sales through website.
7. Growth of the employees – leadership skills and other skills related to work.
8. Workshops, coaching, conferences, and speaking engagements bookings.
9. Balance operational budget (amount).
10. Release and distribute books in the US and other countries, audiobook, ebook, and other translations.
11. Build and run our own non-profit organization/foundation - Lead with Love 501c3 Foundation.
12. Build Center for Holistic Health and Healing of the Paha Sapa (Black Hills) and Jesus of Nazareth International College of Osteopathic Medicine.
13. Grow the staff – hire employees/outsource needed for marketing and content.

## YEARLY OBJECTIVES – 2024

1. Release and distribute books in the US and other countries, audiobook, ebook, and other translations.
2. Continue to publishing new books of DrGeorgeJ and for other authors.
3. Workshops, coaching, conferences, and speaking engagements bookings.
4. Continue community outreach through free workshops.
5. Promote Creator Model of Healthcare curriculum.
6. Improve market visibility through social media – Youtube, Pinterest, Facebook by creating more content (videos, podcasts, short clips, print ads local, state, and national - South Dakota Magazine, Black Hills Magazine, Epoch Times).
7. Profitability of the company through workshop and coaching bookings.
8. Train fellow ambassadors for the CMOH.
9. Build the reputation of Dr. George as an ambassador for Christ in the Holistic Health market/industry.

# FUTURE PROGRAMS

## **1. 501(C)(3) PHILANTHROPIC ARM OF LEAD WITH LOVE.**

- Philanthropic gifts to the United States Military Academy (USMA).
- Champion causes to protect our natural resources.
- Remain in Solidarity and Subsidiarity with all disparaged and disadvantaged global populations.

## **2. CREATE A WORLD-CLASS CENTER OF EXCELLENCE FOR HOLISTIC HEALTH AND HEALING AT USMA.**

Founded on the principles that unconditional Love is the greatest healer and that God is the great physician and prayer is the best medicine. Jesus Christ is the game changer; not more pills, potions, or procedures.

- Addresses the health care crisis in our country and world. Promotes empowerment and self-care based on the 5 pillars of wellness. "Own your health."
- Lifestyle medicine approach to obesity, opioid, and chronic diseases. Our healthcare model is ineffective. 75% of the disease I treat each day are preventable.
- Promote a healing environment that embodies the fruits of the Spirit: Love, Joy, Peace, Patience, Kindness, Goodness, Faithfulness, Gentleness, and Self-Control (Reduces violence, sexual assault, addictions, and suicide). Improves the quality of life and living Fully Alive of Mind, Body, and Spirit.

## **3. STAND IN SOLIDARITY WITH THE CRAZY HORSE MEMORIAL FOUNDATION TO BRING A MEDICAL CENTER AND MEDICAL SCHOOL TO THE 1000 ACRE CRAZY HORSE MEMORIAL CAMPUS.**

- Establish the Center for Holistic Health and Healing of the Paha Sapa (Lakota for Black Hills) with Global Partners. This state of the art medical center will be unlike any in the world combining Eastern and Western Medicine and a model for the world. It will provide care to some of the poorest people in our country and be a beacon of light for the future of health care as we boldly proclaim, "For in this house, we will serve the Lord" (Joshua 24:15). A true David and Goliath ending.

- Partner with Healthcare visionaries in high quality medical and healthcare training particularly in medically underserved communities to establish a primary care-based medical school to serve the needs of historically underserved health care communities and grow Graduate Medical Education with new residency programs with unprecedented partnerships between private and government entities: When kindness and truth meet justice and peace shall kiss (Psalm 85:10).
- Communities within the Indian Health Service, VA, Frontier and Rural, inner city, BOP, US Public Health Service sites and the U.S. Military. This school, "The Indigenous and Veterans College of Osteopathy Medicine at Crazy Horse," would provide mentorship and outreach to the said underserved communities to inspire, empower and attract future health care providers.

*"Veterans are the light at the tip of the candle, illuminating the way for the whole nation. If Veterans can achieve awareness, transformation, understanding, and peace...they can teach us how to make peace with ourselves and each other, so we never have to use violence to resolve conflicts again."*

- Buddhist monk, Thich Nhat Hahn