



Podcast-Media Guest Spot 1-Pg Cheat Sheet

GUEST NAME & TITLE: Christian LeFer (“leh fehr”), Founder & CEO of InstantNonprofit.com

My Broad Area of Expertise: Starting Nonprofits

My Talk/Appearance Title: Instant Nonprofit: Launch Your Movement and Make a Living by starting a tax-exempt 501c3, without headaches, delays or legal fees

My ideal listeners are entrepreneurs and leaders who follow Les Brown for his triumphs over adversity, hear Tony Robbins’ calls to **create positive change in the world**, or heed the call of Vishen Lakhiani Mindvalley’s A-Fest. At kitchen tables and boardrooms around the world, **these are people who are willing to put their bets on the table**, win or lose, **that one person can make a huge dent** in the universe for the good of the world at whatever level, **and they believe that - just maybe - they can be that person.**

How we help them do that is with our done-for-you nonprofit formation service at InstantNonprofit.com. For 1/3 of typical legal fees and less than 60 minutes of your time, we take your idea to an IRS-approved 501(c)3 tax-exempt, without the hassle, 100% guaranteed.

10 Questions to Prompt Conversation:

1. What was your first experience with the nonprofit world?
2. Have you worked in the nonprofit sector, and if so what did you do?
3. How did you get started in business in this weird niche?
4. What are the 5 Stages of the Nonprofit Life Cycle?
5. Why does it seem so complicated to start a nonprofit?
6. What if I already have a successful business, why would I start a nonprofit?
7. Why is your InstantNonprofit service different from lawyers or your competition?
8. What is your ultimate vision for this company?
9. Why do you say that business is the ultimate metaphor for life?
10. Can I get paid and make a living by starting a nonprofit?

We can cover 3 primary frameworks to maximize actionable takeaways for the listener:

- **The 5 Stages of a Nonprofit**, focusing on How to Know if Starting a Nonprofit is right for you, and the Three Steps to Forming the Corporation and Getting Tax-Exempt Status - with a link to a self-assessment and free checklist
- **The 3 primary reasons people start nonprofits:** 1) tax-deductibility of donations, 2) “doing well (and getting paid) while doing good”, & giving back/leaving a legacy
- **Business as a Tool of Transformation:** How a devastating crisis led Christian into a personal transformation that is now helping his business change the world one nonprofit at a time - while experiencing peace, joy, & flow that he never dreamed possible.



Who is InstantNonprofit.com?

Value Proposition: We turn your idea into an IRS-approved 501c3 nonprofit in a fraction of the time and cost, without dealing with lawyers or government agents.

Mission & Vision: We help nonprofit founders solve humanity's problems by providing the path to form & grow your 501c3 nonprofit according to YOUR vision.

“Learn More” and Show CTA: www.instantnonprofit.com/podcastfan

Referral/Affiliate Program: You can get an affiliate link and people can sign up for a nonprofit or optin in to our emails series for the Secret Guide to Starting a 501(3).

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BACKGROUND: FACT SHEET ON NONPROFITS IN THE UNITED STATES

What is a Nonprofit?

- “Nonprofit” a.k.a. “501(c)3” typically refers to a corporation exempted from federal income tax by the IRS under Section 501c3 of the Internal Revenue Code. Orgs can then get tax-exempt status at the state and local levels as well.
- Tax-Deductible Donations: Gifts to a 501(c)3 are deductible from income tax - generally an expectation of donors and #1 overall incentive to give.
- 501c3 status lends perceived legitimacy, though the IRS doesn't “vet” business plans
- Tax-exempt status is reserved for orgs whose purpose/activity types is designated religious, charitable, scientific, or educational (all seen as beneficial to society)

Important Facts about the Nonprofit Sector

- Nonprofit organizations hold about **\$4.3 TRILLION in assets**
- **NPO's raise \$410B every year** from individuals and corporations (2018)
- **The sector employs 10% of the U.S. workforce** and is 3rd in employment numbers, behind only food and retail
- **Recession-proof:** 2007- 2016, the NP workforce increased 16.7% vs for-profits at 4.6%