LIFE BUSINESS PLAN

The Life Business Plan is for entrepreneurs and CEOs who want to live a more intentional life.

Marc Rousso



Design Your Next Decade

Marc Rousso is a CEO, operator, and YPO member who has lived both sides of success; building, losing, and rebuilding a business, while learning what actually matters.

In 2008, he lost everything. His real estate business collapsed. He owed millions. For five years, he didn't take a paycheck. At the same time, he faced two brain surgeries and the loss of people closest to him.

He rebuilt, scaling JayMarc Homes into a $100M+ luxury homebuilding company. But the real shift wasn't financial. It was reformulating his definition of success. **That led to the creation of The Life Business Plan.**

At 52, Marc decided to apply his system to try something completely new: DJing. Within three years he was on major stages including in Miami opening for Fatboy Slim and gaining over 85,000 monthly Spotify listeners.

Marc speaks from lived experience on what it actually takes to build a successful business without sacrificing the rest of your life in the process.









The *Life Business Plan* applies the same disciplines entrepreneurs already use in business: vision, accountability, planning and execution, to every area of life.

The Life Business Plan Framework

If life were perfect, what would it look like? Your health. Your marriage. Your friendships. Your purpose. The fullest version of yourself.



The Life Business Plan is built around eight areas of life. Each one is **measured**, **reviewed**, and **improved** using the same disciplines you already bring to business.

Create Your Vision

Get crystal clear on what you actually want across all 8 areas of life. Identify why each area is important to you, what's going well and where you want to change.

Build Your Mentor Constellation

Find mentors who can help you. You need different people for different challenges: leadership, finance, health, marriage, purpose. A constellation of guides who've been where you're going.

Install Your Operating Rhythm

Vision gets you started. Rhythm drives the results. Weekly check-ins. Monthly reviews. An annual reset. The same cadence that runs your best business, pointed at everything else that matters.

Pay It Forward

The framework isn't complete until you pass it on. Mentor others. Share what worked. Share what didn't. The people who changed Marc's life didn't just give him advice. They gave him their time, their honesty, and their belief. That's what you pass on.







★★★★★

"This gave me permission to have a bigger vision for myself, not just my business."

MATT, FOUNDER & BUSINESS OWNER

"The systems make you feel more grounded, with real clarity on where to focus."

CURREY, INVESTMENT BANKER



Keynotes, Workshops & Retreats

Marc helps successful entrepreneurs design intentional lives. For 30+ years, he's been sharing his life design philosophy with leaders who've achieved business success but want more: more presence with their kids, deeper connection in their marriage, better health, greater fulfillment.

KEY TAKEAWAYS



Bring The Life Business Plan Workshop To Your Chapter.
Perfect for:

- Chapter Retreats
- Learning Events
- Family & Couples Programs
- Company Offsites

What makes this different

This is not a motivational talk, a mindset reset or a work-life balance conversation. This is a structured system for your life. Built by an operator. Delivered to peers.

What members walk away with

Unlike most keynote presentations and workshops, members don't leave with inspiration alone. They leave with a written Life Business Plan they can immediately put into action.

Why Chapters book this Workshop

Members leave with:

- Greater clarity around what matters most.
- Stronger alignment between business success and personal fulfillment.
- Practical tools they can immediately implement.
- A shared experience that creates meaningful Forum conversations long after the retreat.

Most CEOs have a written business plan. Very few have a written plan for their life.

To schedule a 20-minute call with Marc, reach out directly at hello@lifebusinessplan.com | WWW.LIFEBUSINESSPLAN.COM

AVAILABLE FORMATS (IN PERSON OR VIRTUAL)

- 20-Minute TED Talk
- 60-Minute Keynote
- Half-Day Intensive Workshop
- Full-Day Retreats