

LP Blueprint Mastermind 2025

Is This Program Right for Your Firm?

If you're an investment firm actively raising capital and experiencing any of these challenges, this Mastermind is designed for you:

- ✗ Your firm relies too much on referrals or placement agents to source LPs.
- ✗ You're struggling to generate consistent, high-quality LP meetings on your own.
- ✗ LPs show interest but don't commit—and you don't know why.
- ✗ Cold outreach is ineffective, and you're unsure how to break through LP inbox noise.
- ✗ Your firm lacks a structured, repeatable system for fundraising success.
- ✓ **Mastermind is the solution.** This is a **full-scale system, not just coaching**—helping firms build a **repeatable, data-driven, and scalable** approach to LP outreach, engagement, and conversion.

Unlike typical short-term programs, this is an **ongoing support system**, guiding firms from **initial outreach through LP commitments**, with structured coaching, playbooks, real-time feedback, and **access to free LP data and CRM recommendations**.

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Who This is For

This Mastermind is **only for investment firms whose #1 challenge is fundraising**. It is not for firms looking to make minor sales improvements—it's for firms that **must fundamentally change how they approach LPs** to succeed.

This program is designed for:

<https://www.adammetz.com/mastermindlp>

- ✓ **Firms raising \$30M+ from institutional LPs** (Family Offices, Funds of Funds, Endowments, Pension Funds, etc.)
- ✓ **Leadership teams (MDs, GPs, IR teams) ready for behavioral and belief change** to execute at a higher level
- ✓ **Firms that want to permanently solve their reliance on referrals and placement agents**
- ✓ **Teams that want to build a self-sustaining LP pipeline and generate meetings on demand**
- ✓ **Firms struggling to convert LP interest into commitments**
- ✓ **Companies willing to dedicate 2-2.5% of their fund size to marketing and investor relations**
- ✓ **Teams that want to stop paying for expensive LP data platforms like PitchBook**—because we provide LP data for free (below is a screenshot of our LP data with emails redacted)

The screenshot shows a web browser window with the URL 'lp-eight-chi.vercel.app'. The page title is 'LP Database'. A search bar contains the text 'richard'. Below the search bar is a table with columns: Select, Company, Name, Email, Tags, Email Verified?, and Thesis. There are five rows of data, each with a checkbox in the 'Select' column. The 'Email' column contains redacted information. The 'Thesis' column contains descriptive text for each company.

Select	Company	Name	Email	Tags	Email Verified?	Thesis
<input type="checkbox"/>	Hall Capital Partners	Grand-Jean Richard	[REDACTED]	Family Office		Hall Capital Partners is a multi-family office managing assets for ultra-high-net-worth families and foundations. The firm focuses on global, multi-asset investments, including hedge funds, private equity, and impact investing, with an emphasis on ESG and sustainability.
<input type="checkbox"/>	Branson Family Office	Richard Branson	[REDACTED]	Family Office	Yes, verified!	The Branson family office, through Virgin Group, invests in climate tech, space exploration, transportation, and consumer goods. The firm follows a high-risk, high-reward approach, focusing on disruptive industries with long-term societal impact, such as Virgin Galactic and Hyperloop technologies.
<input type="checkbox"/>	31st Street Capital	Richard Brunke	[REDACTED]	Family Office	Yes, verified!	
<input type="checkbox"/>	Castletop Capital	Richard Topfer	[REDACTED]	Investment	Yes, verified!	
<input type="checkbox"/>	Chaifatz Group	Richard	[REDACTED]	VC,Private	Yes,	

If your firm is actively fundraising or preparing to launch a fundraise in **2025-2026**, and you recognize that **your current approach to LP outreach isn't working**, this Mastermind is built for you.

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Mastermind is a System, Not Just Training

Unlike other coaching programs, **this is the missing step between training and having a fully productized LP outreach system**.

This program equips firms with: ✓ **A structured LP outreach framework that works with any CRM** (Most firms use HubSpot, but we provide free CRM recommendations)

- ✓ **Free LP data access**, removing the need for PitchBook or similar platforms
- ✓ **Automated workflows and templates to manage LP communication and follow-ups**
- ✓ **Pre-built email sequences for demand generation and investor relations**
- ✓ **Done-with-you implementation, ensuring you execute the system correctly**

The goal is to transform firms into **efficient, LP-centric fundraising organizations that don't rely on guesswork**.

Program Timeline & Key Deadlines

- **Marketing & Enrollment Start:** February 6, 2025
- **Priority Enrollment Opens:** February 13, 2025
- **Priority Enrollment Closes:** February 27, 2025
- **Final Enrollment Deadline:** March 5, 2025
- **Program Officially Starts:** March 6, 2025

This structured onboarding process ensures participants can fully engage from the start.

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Mastermind Structure: 12+ Months of High-Touch Support

Meeting Frequency & Total Content Hours

- **Live Weekly Mastermind Sessions:** 1 hour per week (Adam & Daniel) – **Total: 50+ hours/year**
- **Private 1:1 Strategy Call with Adam:** Once per year (every member) – **Total: 1 hour per member**
- **Six-Month Checkups (if 20+ members):** Additional 1 hour per member, twice per year
- **Bi-Weekly Deep Dive Training:** 1 hour per session (Daniel) – **Total: 25+ hours/year**
- **Monday Office Hours (Adam):** 1 hour per week – **Total: 50+ hours/year**
- **Monthly Email Marketing Clinic (Daniel):** 1 hour per session – **Total: 12 hours/year**

Total Estimated Content Hours for Participants:

- 💡 **125+ hours of live content annually**
- 💡 **Multiple touchpoints for engagement and direct coaching**
- 💡 **A heavily interventionist program—this is not passive learning, it's a transformation process**

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Membership Perks: More Than Just Zoom Calls

Enrollment in Mastermind includes a **\$360 annual membership** in our exclusive **GP/LP Community**. This provides: ✓ **Direct access to Adam & Daniel via email or chat** for real-time fundraising help

- ✓ **Invitation to in-person networking events** (New York & San Francisco)
- ✓ **Access to private forums and discussions with top GPs & LPs**
- ✓ **Ongoing community support beyond the program itself**

This is a full ecosystem—not just a virtual mastermind.

Meet Your Instructors: A Jagger/Richards-Level Combo

Adam Metz (Investor Relations & LP-Centric Fundraising Expert)

- Transforms investment firms into LP-focused organizations that raise capital efficiently
- Expert at crafting investor messaging that speaks directly to LP pain points
- Deep focus on LP psychology, allocation trends, and what actually drives commitments
- Author of *The Social Customer*, the #2 selling CRM book and an Amazon #1 bestseller in Internet Marketing & Customer Service (2011)

Daniel Greaves (The World's #1 Expert in Investment Firm Email Marketing & Demand Generation)

- Founder of FuelToFly—the premier demand generation agency for investment firms
- Has generated millions in commitments for investment firms through email outreach
- Actively raising a fund himself—understands LP outreach from both sides
- Specialist in helping GPs break through LP inbox noise & land meetings consistently

Together, we are delivering a revolutionary approach to LP outreach—nothing like this exists anywhere else.

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Pricing & Payment Options

 **[One-Time Payment: \\$5,500](#)**

 **[Corporate 2-Person Plan: \\$8,500](#)**

 **[12-Month Plan: \\$800/month](#)**


 **Save 5% when paying via ACH/Wire (email for details)**

 **Buy Now, Pay Later with Affirm**

 **Enroll Now: [<https://buy.stripe.com/8wMcQI4Fr6a7cyAeVs>]**

 **Mastermind Begins: March 6, 2025**

 **Enrollment Closes: March 5, 2025 (Limited Spots)**

 **This is the next step between training and full automation. It's how firms stop chasing LPs and start raising capital systematically.**

 **Secure your spot today → [[Payment Link](#)]**