



The Entourage Insider Report

Real-Life Story by William Erik Burton

How I Built a Real Online Business Using Entourage Mastermind

Entourage Insider, my story using this super business-in-a-box mastermind to earn over six figures so far in the last 12 months. Its actual name is Entourage Mastermind, and I'm entering my back office so that I can speak with you about it. I started July 5th, 2025, with a platform called Entourage Mastermind with Chad Nicely.

Now, along with this mastermind comes all the bells and whistles. It's not just about somebody speaking to you and trying to motivate you. It's also about all of the software you will ever need for any type of business that you want to create.

Businesses need leads, new customers, and sales to keep moving along. Well, this mastermind, Entourage Mastermind, according to myself, Entourage Insider, my name is William Erik Burton; there are so many things that I could get into. I don't want to waste too much of your time, but I have earned over six figures so far and have barely touched any part of the mastermind series.

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There are so many different tools that you can use: newsletter tools, CRM tools, one of the best CRM tools I've ever used. I'll talk about that here in a moment.

Also, other domain link tools that you can use to cloak your own personal domains, those types of things. We'll get into that also, but I'd like to go over what the Entourage Mastermind offers currently as of July 2026. Obviously, it's been a year into it, and I didn't really want to show you this in a video because it is sensitive.

It is a private mastermind, and Chad Nicely has put a lot of time and effort into what he does, especially with his team, which is wonderful. We'll even go into the open-claw AI that he has; a process of that is also included in the mastermind. It's just unbelievable what he has done and accomplished over the years, especially the last year that I've been in this Entourage Mastermind.

One of the first things that you'll see in the mastermind is called the Roundtable. And it's something that they kick off your week with, with a weekly roundtable course hosted by Chad Nicely. It has featured stories, all kinds of different things, examples, ask, build, and scale, get your questions answered, that type of thing, especially in the mastermind mindset.

Then he has what he calls a Titanium Tech Call. This call focuses on the Titanium Software Suite. That's what I haven't talked about yet.

This is the actual suite of many different types of tools we'll get into here in a moment. It's called the Titanium Software Suite. He actually uses this Titanium Tech Call for that, for any type of technical analysis or issues you may have, and he uses some of his team members who are developers to actually help you on the call as well.

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And all of these calls normally are on Zoom, a weekly private group meet on Zoom, and they last normally about two hours. Then we obviously have what we call the Entourage Strategy Call. That's also a weekly strategy call privately with Chad himself.

I've never been in an Entourage Strategy Call that Chad was not there himself. He's very proactive with his group. He's a multi-millionaire, obviously, and he's put this Entourage Business Mastermind together so well that it just continues to grow and grow.

So he does have a weekly strategy call. Then we have what we call a Power Play Training. This is to help you learn about how power affiliate marketing can crush it by selling other people's products, including his, including portions of, say, for instance, his newsletter called Letterman AI, or his POC Blinks platform, or the Entourage Mastermind itself.

Okay, and then there's another one called Titanium Intensive Live, where he gives you three days live intensive that took place in Chad Nicely's home, where I've actually been to one of his home meetings before there in Las Vegas, Nevada. And he goes into all kinds of wonderful things, especially to do with his software platform that you can use to build your business. It's like a business in a box for me.

And then he has what we call the Affiliate Mastery Intensive. It's a warm-up session to the Affiliate Mastery Workshop, and he shares a lot of mastered skills of how to build, scale, and profit from affiliate marketing, from high-end affiliate marketing.

Just imagine making a \$1,000 sale and getting \$500 for that sale. I've done that hundreds of times, ladies and gentlemen, and that is where it's at when it comes to high-ticket affiliate marketing. And then he has what we call the Local Newsletter Workshop, and that has everything to do with his Letterman AI platform where you can build a newsletter for yourself via AI. And you can do it yourself as well, but the AI I have come to find, and I've learned a lot over the last year of building my own newsletters, which currently I have five newsletters, and I've been able to grow and launch and monetize them in many different ways.

But he has built a system to where anyone can use that newsletter platform, and that's also in his Titanium software suite. And then we have the Business Builder Live Workshop. He's got a lot of live workshops that he makes sure that he records so that he can put it in the back of his mastermind, and it really is a workshop to help you learn how to run a successful business consistently.

Notice the word I say consistently; that's very important for a lot of people. If you don't run a business very consistently, you're probably not going to have that business for very long, right? But also, what the Entourage Mastermind does is that one of the other projects he has inside the back office here is the 30-Day Challenge. It's a lifetime of freedom and understanding how to set up and teach what you have mastered, especially using his Titanium software suite.

And so it just amazes me that most people don't realize what he's doing. And even some of Chad's friends that he knows that run their own platforms are just amazed when they start to see what he's doing in the Entourage Mastermind. It's just amazing.

And then they want him to help them instead of them actually promoting his mastermind because it's better than theirs. And that's what I kind of laugh at and chuckle at a lot. And then we've got the AIbot Workshop, and it's a course where you'll learn how to harness the power of his AIbot Studio, which is also a part of the Titanium software suite that is offered within the mastermind Entourage Mastermind itself.

You pay once a month; you pay only a certain amount of money once a month, and you get everything. That's what really got me into this. And then they have the Instagram launchpad ready to turn your Instagram into a customer magnet.

And we can even do this with AI with an OpenClaw agent now that I actually am running. And what I do is I run four small businesses. I'm running YouTube and Facebook Reels and Instagram Reels all at the same time with one OpenClaw agent.

It's unbelievable. I call it VideoAIClaw.com. And even Chad talks about how you can implement this into specific agents that people are just amazed at because it just does it automatically. It automatically makes wonderful-looking videos.

I'm even teaching my people to actually make their own personal real-life avatar by just making a video with their phone and showing their face and them talking about their business or whatever. And then OpenClaw, which is in the Entourage Mastermind back office, can actually build that avatar and set that avatar to where you're speaking in every video it creates for you online, including through YouTube, Facebook, and Instagram. It's amazing, ladies and gentlemen.

And then we have the local newsletter hustle, which is also a part of the Launch Your Newsletter, but it's a secondary part, which he goes into, turning local attention into revenue. Build, grow, and monetize any local newsletter that you want. If you live in a specific town and you want to build a local newsletter for that, or if you want a niche, like building a newsletter for any type of product and/or service you can think of.



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Then we go to the software shadow. It's a private shadowing session where Chad's going in to witness a membership platform and what it can do to help build and grow your business. You grow a group of people on your own personal platform instead of focusing on a third-party platform like Facebook or YouTube.

Then you've got the Get Your First 1,000 Local Subscribers with that newsletter. Build your local audience fast, and we do that through Facebook. There are a lot of people that have been coming to me saying, you know, my Facebook cost is about a dollar per lead for my newsletter.

I was like, you know, or even two dollars. And I told them, look, in my Entourage Mastermind, we are getting it for as low as 17 cents a lead. So people are just they're stunned at what Chad Nicely is doing with this Entourage Mastermind.

And then we have the newsletter hour. That's the weekly strategy call as well that Chad has. He talks with people for a couple of hours, focusing specifically on the newsletter.

Then we have platforms that are within the Titanium software suite called CourseSprout. CourseSprout is your own membership platform for whatever products and/or services you might have, teaching people things. And you can build a course inside there.

And then we have what we call MintBird, the launch construction. MintBird is an actual case study, but it's also a platform that builds funnels that convert for you. That's part of the Titanium suite as well.

It's unbelievable because I can take AI and AI can build me a page in five minutes and put it on MintBird, a Titanium suite tool that I already have in my arsenal because I'm a part of the Entourage Mastermind. And it builds something that is going to convert for me much faster than I could ever do by myself. Then we have OfferMint.

This course walks you through step-by-step building a profitable funnel from scratch, starting with a single idea or a product or service that you might have. Then he has another one called Put A Button On It. He was very specific about this.

And it's a training within the MintBird process of building funnels that convert and learning what it takes to just put a button where you need it. When your traffic is coming to it, you're going to get conversions and sales with that type of understanding. Instant Sales Systems.

He offers a free sales system workshop that he's already recorded that is uncovering simple methods to sell more and give away irresistible things to your customers. Then we have what we call the Lead Flow System. With the Instant Lead Flow System, you'll learn how to effortlessly set up simple Facebook advertising that may cost you up to \$0.50. I'm getting leads for \$0.30 and \$0.40 to my newsletters of people that are interested in certain niches, in certain things, even the location.

Then we have what we call the Enfield Video, which is the local influence engine. It's an Enfield strategy call that they work on learning how to set up video processing, which he actually is adding something to his Titanium Suite which will be called... It's called Video Geyser. And that is for all Mastermind members.



I will tell you just to kind of stop here for a moment and say that whenever Chad builds something- a software program or anything that his people do for him, his engineers and that type of thing- he will give it to his Mastermind members for free. And I'm just amazed at what you get for the small cost that it is every month. To me, the Entourage Mastermind is a business cost.

And then from there, I have a plethora of things that I can use in the back office. It's almost over... it is overwhelming for me at times. That's why when I go over some of the software suite here, I'll talk to you about how I only use a couple of things, and I've already made hundreds of thousands of dollars, if not well over into the six figures already.

There's what we call the SMTP Quickstart, which is a platform that you can use to send emails. It gives you the setup, the connect, the launch. And this is where your emails are sent out from your newsletters, from any type of email processing that you may have for your business that you can set up in the CRM that we'll talk about here in a moment.

Hustle 2.0 is also the local newsletter, the second half inside the local newsletter, and what's going on, and how they've developed it even more, and what's gotten better, and what's improved. And then comes the OpenClaw Shadow Intensive, the shadow program where you're going to watch our team build out OpenClaw themselves. And believe me, there's so much that I could go into this.

I'm not really going to talk about this too much, but I can say that OpenClaw and the back office and the platform comes with the mastermind. That's all I'll say. And then there's the Local Hook and Close.

It's a course designed to help people go out there and bring in real business customers and learn how to not sell to them, but learn how to tell them a story or give them a story and give them all kinds of avenues to inevitably make a sale without really having to try to make a sale. And then we have OpenClaw 4.0. He's been through the 1, 2, and 3. Inside the module, you'll find replays from the Summit, the VIP recordings, and all of the OpenClaw platform processes that they have that can help you build it. And they do have software that goes into OpenClaw itself.

You will have that as well in this system, in this Entourage Mastermind. Then we have the Titanium Software Suite, where they go into the digital newsletters. They go into PageSprout, which is what we call PopLinks, BridgePages, and LeadSteps.

You'll learn about PopLinks, BridgePages, LeadSteps, and affiliate marketing strategies. This one is what I use probably the most. It's called PageSprout.

And what PageSprout does is help me use different types of branded domains or my own personal domain and connect it to a product and/or service that I'm affiliated with that I want to promote and get an affiliate commission from. I do a lot of that. And then we have the Global Control Center, which controls everything.



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The graphic features a portrait of Erik on the left. The background is black with yellow and white text. A large white play button icon is centered over the text. At the bottom, there is a yellow button with black text that says 'CLICK TO WATCH NOW' and a URL below it. A stylized 'E' logo with a crown is also present.

It's basically the CRM. It houses your contacts, your tags, the email process, connects through all of the software in the Titanium Suite, goes through Global Control, and it gives you the ability for proper follow-up. And that's the key to making way more than most people do in your business.

And then they have CourseSprout. We've gone over CourseSprout a little bit. That is the one where you engage with high-level courses that you produce through video and/or PDFs, and just a process that you've probably seen that people do and take.

And then there's Mintberg. We've talked about that. Then there's also Quizforma, which houses the quizzes, surveys, and qualifiers that you can put into your business for qualifying leads for your specific business and what they're looking for.

So there are all kinds of tools in this back office. Some of the last ones here are the VIP Skills, which go into the OpenClaw Skills because OpenClaw needs skills and it needs to learn your business and what it needs to do for your business. And then he has the Empire Business Builder Skill, which is an extra training area for the OpenClaw process, and you learn the basic goals of your business and understand and let the OpenClaw know what it needs to do and what it needs to remember that your business is about.

And then setting up OpenClaw. There's a process of lessons to go through on that as well. And then he also has a weekly webinar with his people, his developers, that can actually do it with you online through the Zoom calls.

And then Chad's Skills Module, which is a special series about custom skills and build-outs for the OpenClaw. And then he has the OpenClaw Shadow 3.0 replays that go through so much information on OpenClaw itself. And then the Local Publisher Program, which he's still in development.

There are quite a few more software programs that the Entourage Mastermind offers inside the suite. I can tell you that right now, the Entourage Mastermind is \$297 per month. To me, that is a business expense.

If you decide to join the mastermind under my <https://entourageinsider.com/get-started> (link), I also offer you my 2-hour weekly coaching and training online, going over every aspect and tool inside the Entourage Mastermind.

If you are smart and came into this, and you were building your business with all the tools that he has inside his suite for you and all the training you need, and you can even ask Chad specific questions about it, you could actually pay for your Mastermind every month by just promoting some of the affiliate products that he has inside his tools and that type of thing. The newsletter, the Entourage Mastermind, follow what I do, basically, is what I help most people with.

So I hope that's helped you understand the Entourage Mastermind and what me, the EntourageInsider.com, understands about Chad Nicely and his wonderful platform, the Titanium Software Suite, inside the Entourage Mastermind itself.

It's a wonderful business mastermind. It has all the tools you will ever need to run a business successfully, just like I am currently. And that's been over 12 months now.

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