The website should contain:

* USP: We help people help themselves.
* Motto: SavaBros - Direct Brilliance

1. Who we are? Our vision:

We are a direct response company that creates and sells information products and services that millions of people find interesting and important in their lives.

We are specialized in the self-reliance market and we serve conservative Americans.

We are in this business to serve globally and to grow individually.

What we serve and inspire are people who need safety, comfort and peace of mind.

We deliver **empowerment** through products that create fertile **shortcuts** to solutions, **disentangle** reality, **simplify** choices and ultimately **make lives better.**

We give **reassurance** and **confidence** to these people through fresh, unique solutions.

We get our **inspiration** from **modern heroes** and make their stories available for others.

In a way we are **democratizing wisdom** because we solve serious problems shared by millions of people worldwide.

We might not directly save lives, but we try to make a change. We help people help themselves.

With our thirst for knowledge and drive for constant improvement, we know we’ll find a solution to any challenge.

And while doing that, we decided **to water our inner seeds and harvest the best of our humanity.**

We invest time and energy in becoming better **in the competition with ourselves.**

**We believe that our better selves of tomorrow will nurture better tomorrows for others.**

**Values:**

1. Fairness
2. Caring
3. Safety
4. Freedom
5. Unconditioned help
6. What is it that we do? Our mission
7. We live and breathe direct response marketing.
   * 1. We are masters of direct response marketing. Our expertise is three folded:
        1. We create and aggregate great **information products.**
        2. We write content that **compels people to act.**
        3. We do **deep research** to offer simple quick and easy solutions to people’s most serious problems.
     2. We create content and build solutions to profound challenges for millions of people
8. Our Team & Values

**We're a small team of smart, funny hard-working specialists who are pushing to become the #1 company in self-reliance. High ambition, radical honesty and a result-oriented mindset are encouraged at SavaBros.**

**Impact** - leverage, maximum results, 80/20, greatness

**Wisdom** - learning mode “on”, practice of self-improvement as a lifestyle

**Team spirit** - cooperation and complementarity, synergy, yin & yang

**Courage** - feel the fear and do it anyway

**Innovation mindset** - you recombine and reconnect things, so you can solve old problems in new, better ways

**Ownership** - “leaders must own everything in their world. There is no one else to blame.”

**Traian Sava,**   
CEO SavaBros

Traian started or was involved in 15 failed businesses before discovering online copywriting. After that, he ended up writing for Kaiax Inc. and did 10-12 "successful" projects there, at least 3 of which broke the million-dollar mark. He wrote the famous HomeMadeEnergy, and the infamous TeslaSecret and Johnson Motor sales letters.

In 2012 Traian decided to start his own business, and to sell legit products he and his team could actually be proud of. Six months into the business they had Backyard Liberty, a legendary aquaponics/survival food offer that did over 150,000 initial sales. Ever since, they've been doing successful survival offers, and are one of the few "survival" players constantly coming up with new offers.

Key personal strengths: copywriting, consulting, positioning, idea generation, mentoring.

**Alex Sava,**   
Cofounder & Affiliate Manager SavaBros

Since the company's late 2012 start, Alex grew a network of **5000 affiliates**, that dominates Clickbank's survival niche - **3 out of top 5 products** are SavaBros offers, under the Survivopedia brand.

He currently oversees sales of **$10 million / year**, management of a **160k+** email list, marketing, business development and human resources for both the local SavaBros team and the international one.

Strengths: strong networking skills, sales, risk management, leadership.

1. Contact Form

* Full name.
* E-mail address.
* Website.
* Message.