UNREPLACEABLE COACHING

Future-Proof Your Business Playbook

COACH: JON JONES

"I absolutely believe that people, unless coached, never reach their maximum potential."

— BOB NARDELLI, FORMER CEO OF HOME DEPOT

1. The 6-Month Strategic Roadmap

Month 1: Diagnostic & Vision

- Conduct deep-dive SWOT to identify hidden bottlenecks.
- Define "North Star" legacy goals beyond just revenue targets.
- Audit current tech stack and operational efficiency.

Month 2: Strategic Positioning

- Refine Unique Value Proposition (UVP) for premium pricing.
- Analyze competitor gaps to own a specific market sub-niche.
- Optimize brand messaging to resonate with high-intent leads.

Month 3: Sales & Marketing Systems

- Build repeatable outbound and inbound lead generation loops.
- Standardize sales scripts and high-ticket closing sequences.
- Implement CRM automation for seamless lead nurturing.

Month 4: Financial Health & Pricing

- Calculate Unit Economics (CAC vs. LTV) for scalability.
- Implement "Profit First" accounting to ensure owner dividends.
- Structure pricing models to reward frequency and retention.

Month 5: Team & Culture

- Create "Scorecards" for every role to measure output, not hours.
- Develop a recruitment pipeline to hire A-players ahead of need.
- Establish a feedback culture that drives autonomous problem-solving.

Month 6: The Scale-Up Roadmap

- Compile a comprehensive SOP library for "turn-key" operations.
- Review KPI dashboards for real-time strategic pivot capabilities.
- Finalize the 12-month exponential growth forecast and exit readiness.

2. Leadership Development Component

Focus: Strategic Command

- Establish a **Definite Chief Aim** to filter every opportunity.
- Master **80/20 Time Blocking** to focus only on $1,000/hr tasks.
- Transition from "Chief Firefighter" to **Proactive Visionary**.
- Deploy the **Hedgehog Principle** to stay within the circle of competence.

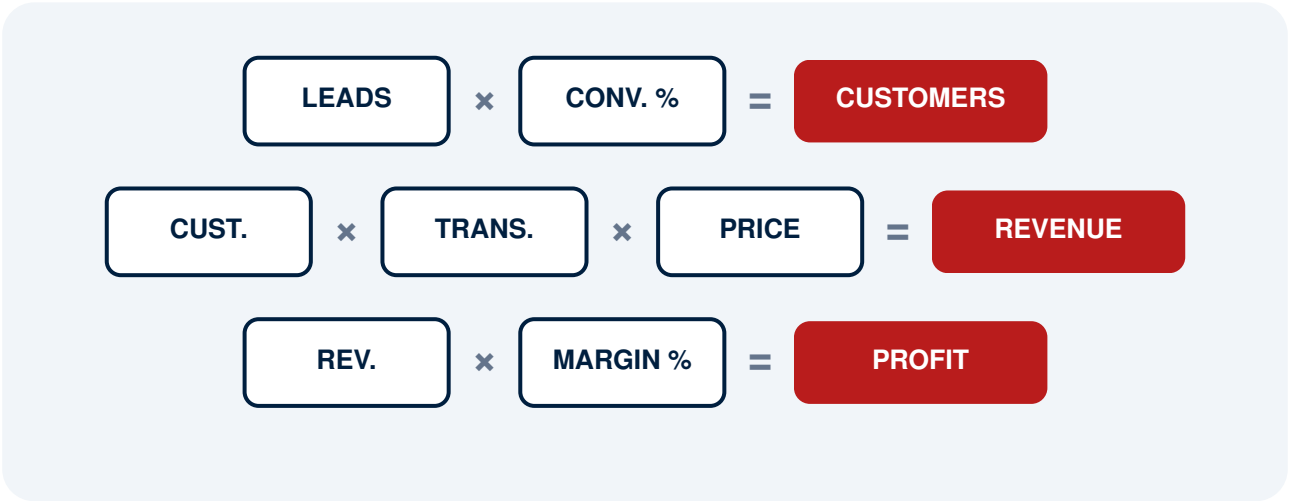
Motivation: The Psychological Edge

- Anchor the **Core "WHY"** to maintain resilience during scaling plateaus.
- Master **Emotional Intelligence (EQ)** for conflict resolution and sales.
- Design **Peak Performance Rituals** to prevent burnout and brain fog.
- Develop a **Growth Mindset** that views operational friction as data.

Skills: Elite Implementation

- **Advanced Persuasion:** Mastering the psychology of high-stakes influence.
- **Strategic Content:** Building authority and trust through intentional media.
- **Systems Thinking:** Learning to solve problems with processes, not people.
- **Data Fluency:** Learning to read a P&L and Balance Sheet as a roadmap.

3. The Force Multiplier Model



> ***Actionable Strategy:*** *By making minor, 10% improvements in Leads, Conversion, Transactions, and Margin, the cumulative effect creates* ***exponential*** *returns.*