

Productize: Transforming Leadership Lessons Inc

Travis Johnson | 3/27/2024

YOUR BUSINESS OWNER ALTER EGO

Service Focus

I provide leadership coaching for leaders of large technology teams, focusing on strategies to maintain personal connections with each team member. My approach helps leaders effectively engage with their team members on a personal level while still achieving team goals.

Client Focus

Head of tech at a B2B software company specializing in serving clients over the internet.

Strengths:

- Superhuman empathy and ability to resonate with others
- Incredible note-taking skills and ability to provide concise recaps
- Superpower of strong client communication and understanding

Weaknesses:

1. Easily distracted by outside influences, including other clients or projects
2. Overcommitment to helping others, often neglecting personal priorities
3. Struggles to set boundaries and prioritize self-care amid constant demands and deadlines.



By day, the hero is a modest consultant providing leadership coaching for leaders of large technology teams. But at night, the hero transforms into a lightning control superhero, leading a Done-For-You program and running a \$1,000,000 per year business.



YOUR CHALLENGE, IF YOU CHOOSE TO ACCEPT IT

The road to \$1,000,000...

Today

"I have noticed a pattern in my coaching services that they tend to run longer than necessary for some of my clients. While I believe in providing personalized and thorough guidance to help leaders better connect with their teams, I also see the value in offering more succinct and impactful strategies that can achieve results within a shorter time frame. In some cases, I believe that I may be providing too much information or not focusing enough on the most crucial aspects of leadership development. I understand the importance of maintaining a personal touch with each individual in a large technology team, but I also recognize that efficiency is key in a fast-paced industry. Moving forward, I will work on streamlining my coaching approach to deliver faster results within a 90-day timeline while still maintaining the level of personalization and support that my clients expect from me. By addressing this concern and being more strategic in my coaching methods, I believe I can help my clients achieve their leadership goals more efficiently and effectively."

Gap

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Tomorrow

"Now that we have successfully implemented strategies to streamline the coaching process, you can expect to see faster and more impactful results within just 90 days. By focusing on key areas of improvement and providing concise and targeted guidance, we are able to accelerate your growth and maximize your leadership potential in a shorter timeframe. You will experience a significant transformation in your leadership approach and witness tangible progress within a much more efficient timeline. With the new and improved coaching approach, you will not only maintain a personal touch with each member of your team but also see a significant increase in their engagement and performance. By incorporating more succinct and impactful strategies, you will be able to effectively lead and inspire your team to achieve their goals more efficiently and effectively. Together, we will work towards creating a high-performing team that thrives under your leadership, leading to long-term success and growth for both you and your organization."

Solving for the Gap

- By providing personalized experiences and developing deep relationships with a small set of clients, I have been able to retain clients for the long term, resulting in a consistent revenue stream of \$1,000,000 per year.
- By responding quickly to client issues and maintaining premium pricing, I have been able to deliver high-quality service that keeps clients satisfied and coming back for more, contributing to the growth and profitability of my coaching business.
- The "done-for-you" business model has allowed me to delegate client work to a team, freeing up time for me to focus on strategic thinking and growing my business.
- By working closely with a small set of clients, I have been able to gain valuable perspective on their needs and preferences, enabling me to restructure my services in a more effective way for continued success.
- By partnering with people who offer complementary services, I have been able to expand my client base and offer additional value to my current clients, leading to increased profitability.
- By nurturing my client waiting list and intensifying word of mouth strategies, I have been able to attract new clients and grow my business organically, overcoming the challenge of being too close to the work and gaining new perspectives on how to improve my services.

YOUR NEXT 12 MONTHS



Productize Your Service

- *See the Vision
- *Create Your Avatar
- *Outline Your Service
- *Validate Your Offer

Create Your Ecosystem

- *Build a Marketing Plan
- *Create Sales Assets
- *Develop New Ads
- *Measure and Improve

Hire Help

- *Find a VA
- *Use a Vendor/Service
- *Hire Part-Time Help
- *Hire Full-Time Support

Formal Review

- *Is this working for you?
- *What is?
- *What isn't?
- *What now?

WHAT NOW? POST IN THE COMMUNITY

If this is your first time receiving this report, you should

- Decide if you are going create a new report OR move forward in the process
- Post in our community group "What stood out to your most about your report?"
- Ask a question, if necessary.

Remember, you get *points* for your *posts* !

