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RESPOND → PLAN → RETURN STRONGER

# Scaling Back Up: Reinventing Your Business for the Post Covid-19 World

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PRESENTED BY  
Chris Ronzio



# #1 Finding Your Best Product or Service

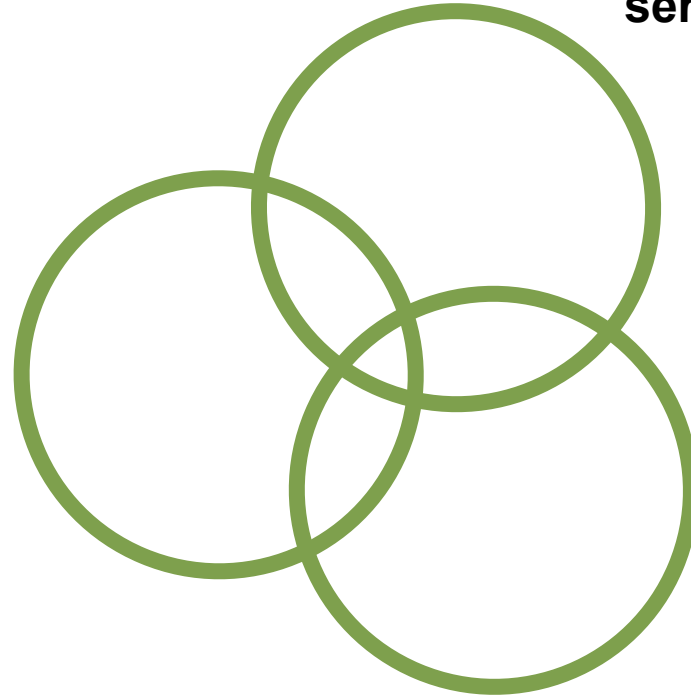


Client	Revenue/Client	Current Largest	Next Largest	Dream Check	
Client 1	\$15,000.00	\$10,532.60	\$20,000.00	\$100,000.00	Achieved!
Client 2	\$13,000.00				
Client 3	\$10,000.00	From Top 5:	\$100,000.00		
Client 4	\$8,500.00	From Next 10:	\$100,000.00		
Client 5	\$6,163.00	Minimum:	\$5,000.00		
Client 6	\$5,350.00	Next Total:	\$300,000.00		
Client 7	\$3,765.00				
Client 8	\$3,750.00				
Client 9	\$3,500.00				
Client 10	\$3,500.00				
Client 11	\$4,200.00				
Client 12	\$3,000.00				
Client 13	\$3,000.00				
Client 14	\$2,250.00				
Client 15	\$2,000.00				
Client 16	\$1,500.00				
Client 17	\$1,125.00				
Client 18	\$2,000.00				
		<b>Total Clients</b>	18		
		<b>In Range</b>	6	33.33%	
<b>TOTAL</b>	<b>\$91,603.00</b>				

**How to Make it Happen:**











- Hire someone for smaller engagements
- For monthly plans, increase to \$1500-2000
- Require 3-6 month commitment
- Define a \$25k estimate
- Build web assets that each produce >\$100k

**5 products or services that are easiest to work with**



**5 products or services you like the most**

**5 most profitable products or services**

Product/Service	Remote Workforce	Social Distancing	On Demand	Health Conscious	Connections & Community
Product/Service #1					
Product/Service #2					
Product/Service #3					
Product/Service #4					
Product/Service #5					

# #2

## Focus Hard on a Niche





# Why you need to niche

- Easier to refer
- Easier to target customers
- Easier to find partners
- Easier to attract employees that have a specific interest

#3

**Your Biggest Asset is the Work You've  
Already Done**



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## Recommendations

Ask for a recommendation



Received (29)

Given (13)



### Tom Healy

Co-Founder at growth10

June 14, 2018, Tom worked with Chris in different groups

Chris does an unbelievable job of helping companies get more organized, systematize their processes and scale up their operations so that they can rapidly grow. With the implementation of Trainual, Chris can help your organization save significant time and money by avoiding reinventing th... [See more](#)



### Chris Berg

President / Owner of Fully Loaded Deliveries

January 13, 2017, Chris was a client of Chris'

Hired Organize Chaos to help with roles, responsibilities and goal setting for Fully Loaded Deliveries..They hit the mark on all 3..We are so looking froward to 2017..Thank you Chris and Team at Organize Chaos



### Mark DiCristofaro

Producer, Line Producer

December 31, 2016, Mark was a client of Chris'

Before working with Chris and Organize Chaos, we had gaps and inconsistencies with task management and delegation. When you're part of a fast-growing company, it's difficult to work on the car while your flying down the highway. Chris came in and offered a fresh perspective within the context of our ... [See more](#)



### Anthony Sarandrea

Founder at SiteFlood

December 13, 2016, Anthony was a client of Chris'

My company was in a position of rapid growth and needed the processes, documentation, guidance to scale and handle all of the procurement. I started asking around industry friends, Chris and his company came highly recommend from several business owners I trusted, so I gave him a call and hired him q... [See more](#)

## Select Client Testimonials



### Jake Knight, Entrepreneur | Investor | Advisor

"Chris is extremely talented at organizing chaos into an actionable format. His work with my company created enormous value and saved our team time and energy. Chris was able to see what I wasn't able to see because I was too close to the challenge. I highly recommend his services to all business owners. The value he created for my company was worth every penny... and more! I am confident that I will call on him many times throughout my career."



### Elijah Rubin, Owner at WIIN LLC

"Chris' ability to pair your weaknesses with simple systems and technology to stay accountable for your progress is part of the hidden value no one told me I would be getting. For every dollar I've paid him, I have saved or earned three times the amount invested. He is constantly looking for ways to help you and your company improve in ways that you didn't even know existed."



### David Cox, Owner, Our Town Arizona

"Chris is excellent at quickly understanding your business. He then gives great suggestions for helping in different areas of the business. He's definitely a big picture person that's provided invaluable insight into making my life more efficient and productive."



### Tanya Gagnon, Principal, Miss Details Design

"Every time I work with Chris, I'm amazed at how much we get done. It's easy to get stuck in my own head, but he has an ability to process what I say, organize it in real-time, and then come up with a plan to help me move things forward. I recommend this process to anyone that wants to take their business to the next level."



### Zack Barna, President, Boompromo

"Chris and Organize Chaos are game changers. By introducing new technologies into our existing project management system, Chris was able save us time, money, and hassle. If you have bottlenecks in your business then you need Chris ASAP!"





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Royce  
@royceard

We've spent a lot of this downtime putting our procedures and training online. Having a training platform like [@trainual](#) has been invaluable for onboarding new employees and rolling out time sensitive safety training to the rest of our staff.

7:38 PM - 4/25/20 · Twitter for iPhone

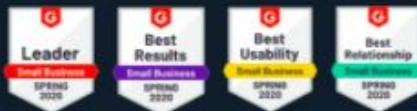
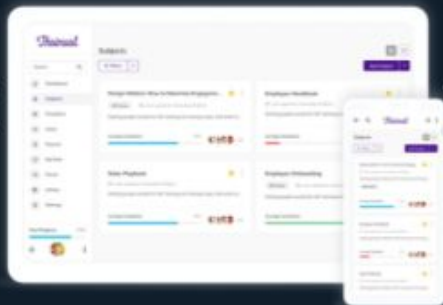


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# Trainual

*#1 small business app for  
onboarding, knowledge management,  
training, and SOPs*



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Caffeinated, Creative Mammal  
@MongolianMisfit

[@trainual](#) is an amazing product/service that has facilitated my new People Ops role & responsibilities in an amazing way. The only limit here is our creativity and inspiration. What a product! 🥰

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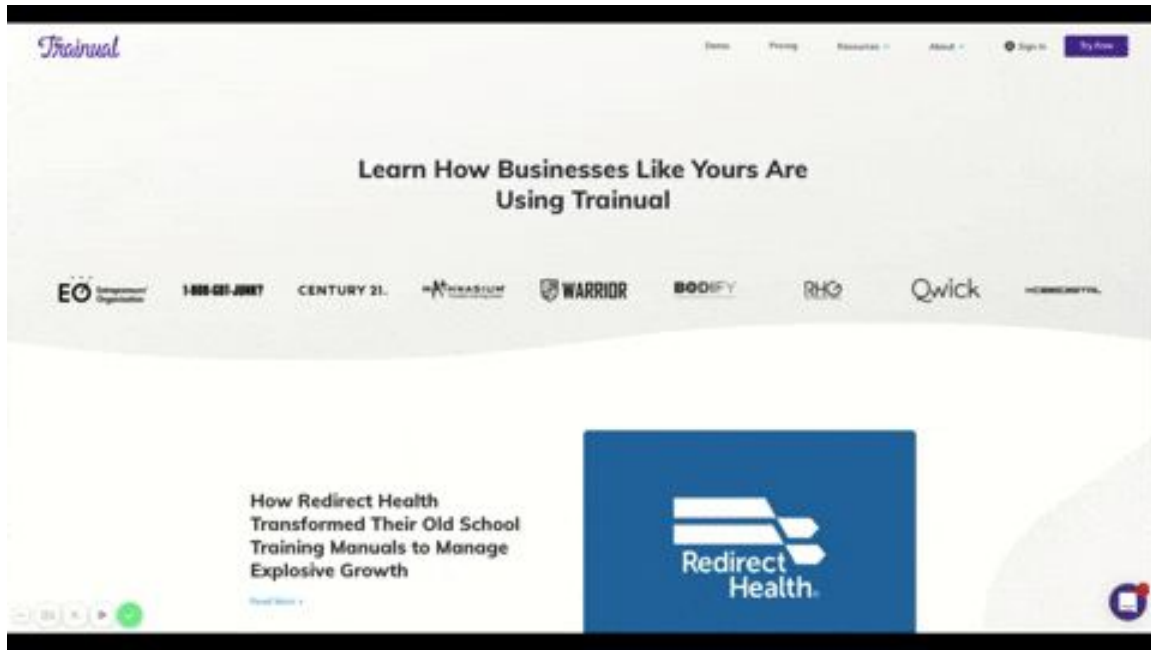
Telling people things that keeping getting lost?  
Frustrated that you're not scaling faster?

...See More

## How Small Businesses Scale Up



Trainual creates that centralized place that, 1) They can



The screenshot shows the Trainual website homepage. At the top left is the Trainual logo. The navigation menu includes links for Home, Pricing, Resources, About, Sign In, and Try Free. The main heading reads "Learn How Businesses Like Yours Are Using Trainual". Below this is a row of logos for various clients: E.O. O'Sullivan, 1-800-GOT-JUNK?, CENTURY 21, THE MANSION, WARRIOR, BODIFY, RHO, Qwick, and HOMESENTRY. A featured testimonial for Redirect Health is highlighted with a blue background, stating "How Redirect Health Transformed Their Old School Training Manuals to Manage Explosive Growth". A video player interface is visible at the bottom left of the testimonial.

# #4

## Build a Repeatable Process

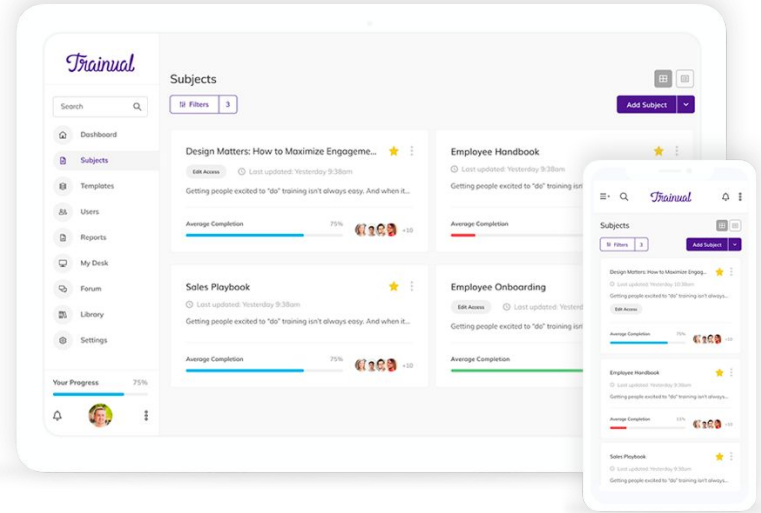








# Step-by-step process



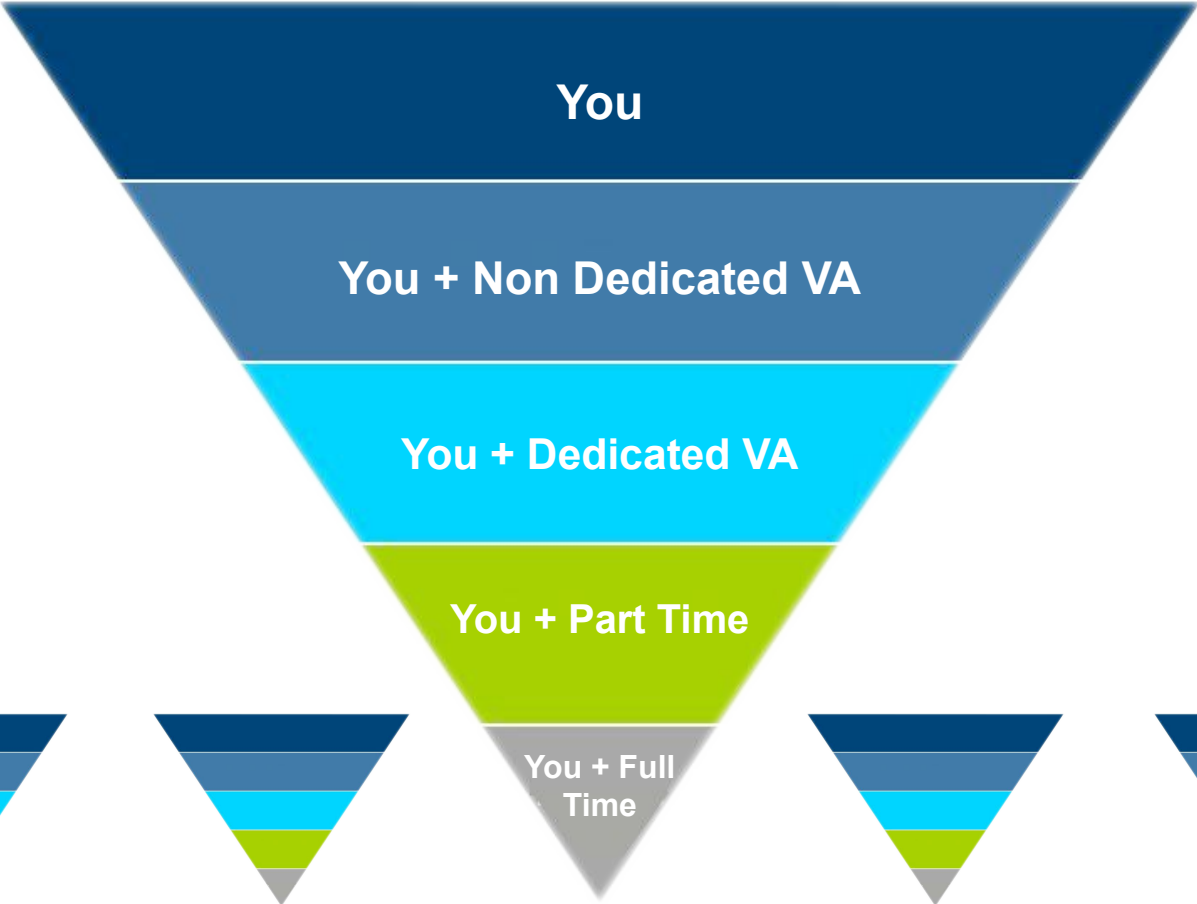


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# #5

## Know When to Outsource vs Hire



#6

# COVID-19 Forced the Changes you Wouldn't Have Made

# COVID-19 Forced Change

- Sell less. Simpler scales easier.
- Deep not wide.
- Cash in your points.
- Build a process YOU DON'T HAVE TO DO FOREVER.
- Slowly scale up your team.
- Track your metrics (use free/cheap dashboard tools).



# Thank You!



/chrisronzio



@chrisronzio



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