



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

Trainual

RESPOND → PLAN → RETURN STRONGER

Scaling Back Up: Rebuilding a Better Business for 2021

PRESENTED BY

Chris Ronzio





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We can't help you (or our CEO 🤪) ski better.
But we can make it easy to train your teams.



TRAINUAL.COM

**People Do Better Work With
Training | Try Trainual**

[LEARN MORE](#)

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@jonathanronzio

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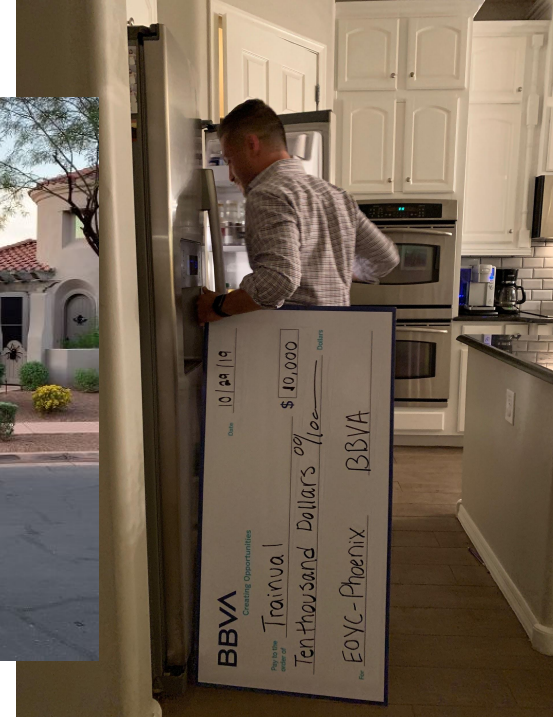
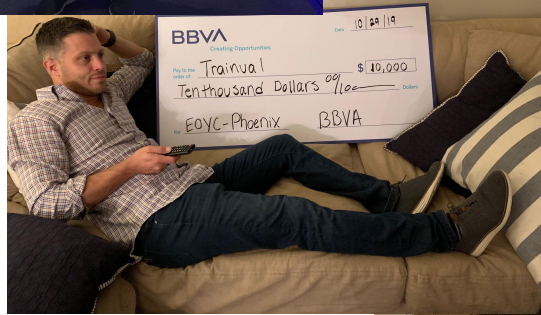
RETURN STRONGER 

***“I get knocked down, but I get up again.
You’re never gonna keep me down”***

– Chumbawamba

#1 Finding Your Best Product or Service

The Largest Check













The Largest Check

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	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			
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	Total Clients	18		
		In Range	6	33.33%	
TOTAL	\$91,603.00				

Your Best Clients



Watch the Trends

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 I Picked Figure Skating

- Expensive to participate (high discretionary income)
- Existing competition not innovating
- Infrequent occasions / big memories
- Hard to DIY from the stands

“Riches are in the niches”



“Riches are in the niches”

- 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**

Cashing in...



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Testimonials & Reviews

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 forward 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](#)

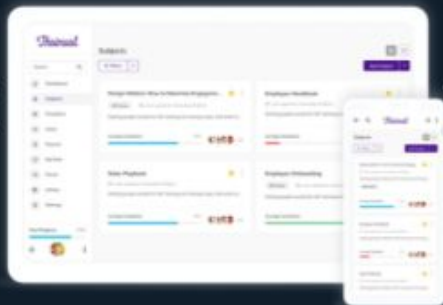


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*#1 small business app for
onboarding, knowledge management,
training, and SOPs*



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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?

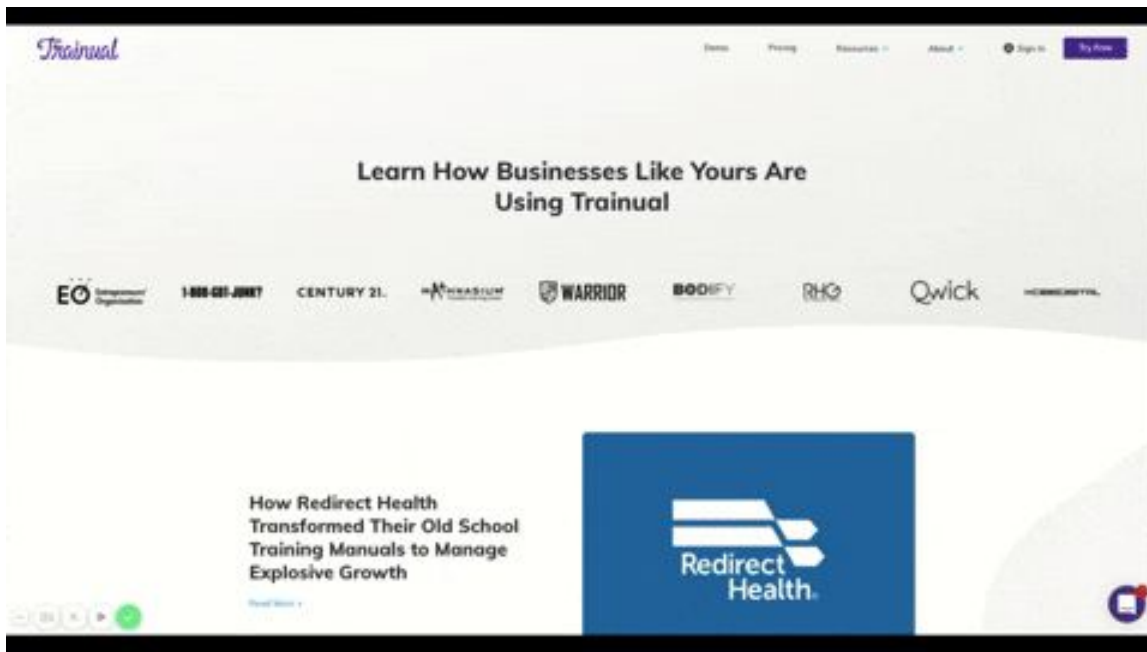
...[See More](#)

How Small Businesses Scale Up



Trainual creates that centralized place that, 1) They can

Case Studies



#4

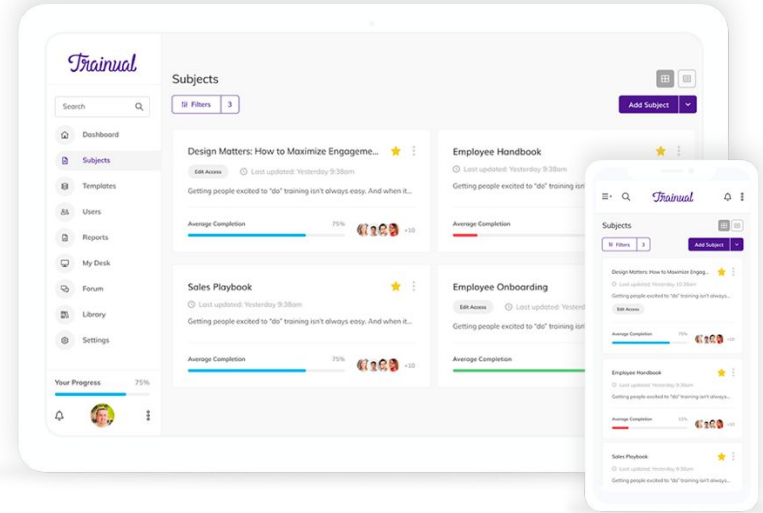
Build a Repeatable Process







Step-by-step process





#5

Know When to Outsource vs Hire

You

You + Non Dedicated VA

You + Dedicated VA

You + Part Time

**You + Full
Time**



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

COVID-19 Forced Change

- Sell less. Simpler scales easier.
- Deep not wide. Pick your niche.
- Cash in your points (metaphorically).
- Build a process YOU DON'T HAVE TO DO FOREVER.
- Slowly scale up your team.

Thank You!



/chrisronzio



@chrisronzio



@trainual

480-531-8411

