



# *Joe Lovenitti*

# *Proposal*

# CONVERSATION WITH JOE

- ❏ Joe's business passion stems from two previous insurance instances in 2008 and again in 2014
- ❏ His story gave Joe purpose in helping small business owners and has become the driving force to his "why" he is in business
- ❏ Joe's business consists of what he refers to as "The Four Pillars" for what he has identified as the four key areas that small business owners are deficient in their organization
- ❏ Joe also has a thirteen point cash flow plan for entrepreneurs that he considers key to running any business



# ***EXECUTIVE SUMMARY:***

From what has been observed, Joe is passionate about his place in business and how he provides service that are key to small business growth. In fact, Joe's thirteen point cash flow check-up could become the norm in the operations of a successful business if offered in the right light.

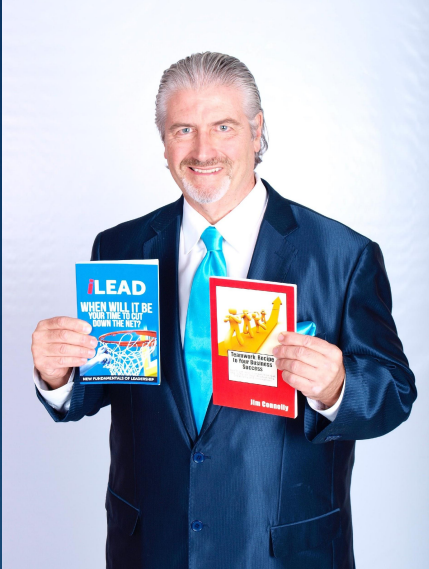
With Joe's obvious knowledge, professionalism and passion for his business, there is no reason why his business cannot attain his scheduled milestones and goals and enjoy the benefits of a business running at optimum efficiency.

# ***POSSIBLE CHALLENGES:***

1. Possible breakdown in Joe's client's buying experience
2. Unclear brand and marketing message
3. Unclear usage and understanding of Joe's detailed perfect market
4. Unclear to how to communicate with Joe's perfect market
5. Unclear where to find Joe's perfect clients
6. Unaware to how to create long term raving fans



# JIM CONNOLLY - CEO CHEF CONSULTING



- Degree in Philosophical Theology
- BS in Business Hospitality Management, concentration Culinary Arts
- 24+ years experience Executive Coach, Corporate Trainer & Consultant
- 18 years Co-owner 5-Star Zagot restaurant, 50+ employees, 2 million gross
- NLP (Neuro-Linguistic Programming) Practitioner
- Certified Coach, Anthony Robbins & Associates
- Certified Corporate Coach, Michael Grinder
- Certified Art & Science Group Dynamics, Michael Grinder
- Corporate Clients include: Facebook, Google, Kaiser Permanente, Abbot, Abvie, as well as local small businesses of various industries including, financial, legal, hospitality, security, entertainment, academia and children's shelter
- Author of over seven books and online courses including Creating Leaders to Build Teams, iLead, Cooking Team Building, How to Access the Hearts of Your Employees By Way of the Stomachs, The 30 Days Sales Blitz

## *Our SOLUTION:*

1. Working with an expert business consultant who will provide guidance, consistent input and unique perspectives.
2. To have a professional strategic business, brand and marketing plan in place so to guide your business successfully.
3. Understand and develop a perfectly matching market and to introduce Joe Lovenitti to them.



- **Dream Maker Package:** Imagine learning how to and applying the concept of making your dreams come true. This package focuses on your personal purpose and mission, then your business vision, and aligns these factors into first designing the life of your dreams, then put it into action. All the while staying aligned with your purpose and mission.

It begins with a focused, half day ***Kick Start Session*** to get you in gear quicker and closer to your own goals and desires.

Investment for ***Dream Maker Package*** - \$7,597

- Apply the BE - DO - HAVE model to success
- Use the 10 Core Desires to help drive your daily purpose & mission
- Discover purpose driven alignment to your business and life for more time & money
- Create your Chief Aim to guide you towards the life that you desire
- Systemize and forecast your business results
- Generate more results with less time
- Make everyday a masterpiece and one that counts
- Link your business vision to the desires of your associates, creating a focused, motivated, self directed team

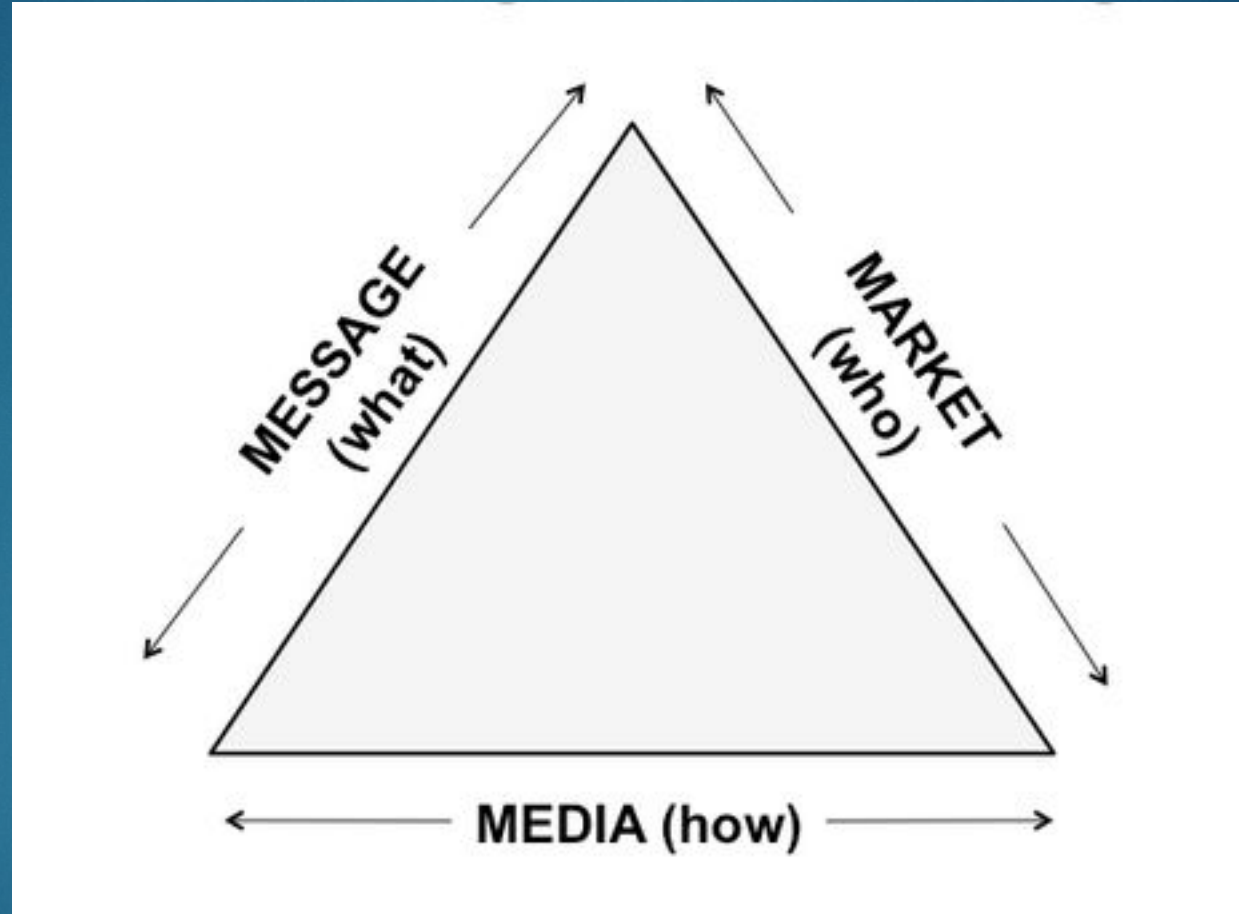


## In-depth Marketing/Sales/Branding Plan

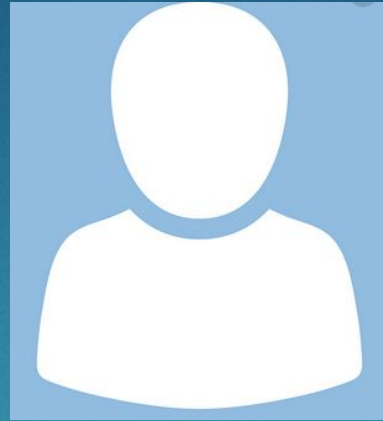
- Clarify your brand as it applies to your ideal customer
- Identify who is your ideal individual customer
- Create a plan of marketing tactics to match your ideal customers to find out where they are.
- Create a message to what your ideal client needs to here to take action
- Create a marketing schedule of tactics and promotions
- Understand how to close larger accounts
- Have a customized sales process that expands as your business expands
- Have a plan to duplicate your sales efforts with your own sales team

Investment for Marketing/Sales Plan: \$ 9,597

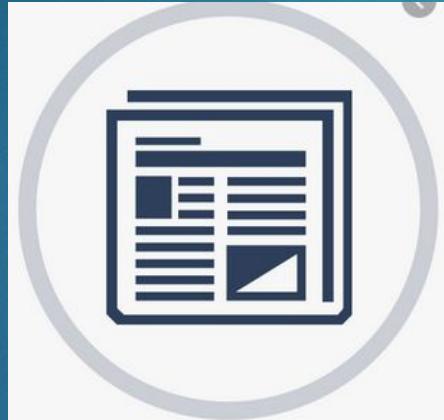
# Create a Momentum Marketing & Sales Plan







Who-Perfect  
Customer



How-Best Way to  
Connect

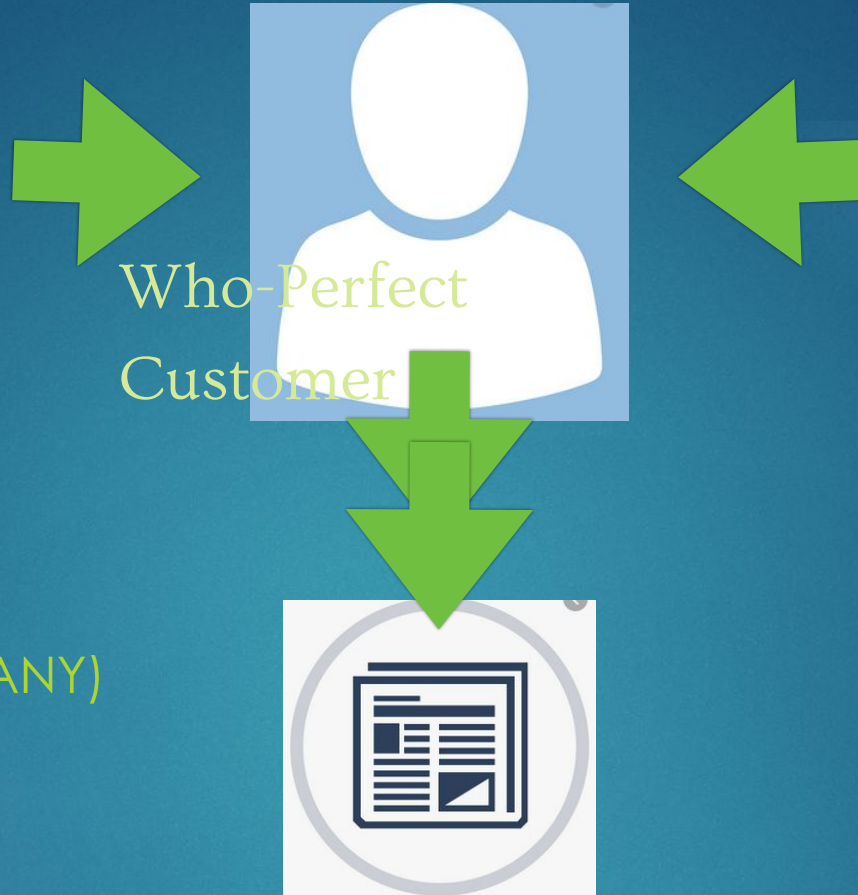


What-Customer's  
Message



# Demographics

- ▶ AGE
- ▶ INCOME
- ▶ LOCATION
- ▶ MARITAL STATUS
- ▶ NUMBER OF CHILDREN (IF ANY)
- ▶ OCCUPATION
- ▶ EDUCATION LEVEL
- ▶ RACE
- ▶ ETC, ETC, ETC



# Psychographics

A METHOD USED TO GROUP PROSPECTIVE , CURRENT OR PREVIOUS CUSTOMERS BY THEIR SHARED

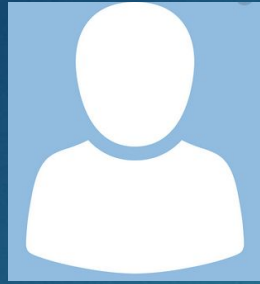
- ▶ PERSONALITY TRAITS,
- ▶ BELIEFS
- ▶ VALUES
- ▶ ATTITUDES
- ▶ INTERESTS AND LIFESTYLES

## How Do We Find Them?



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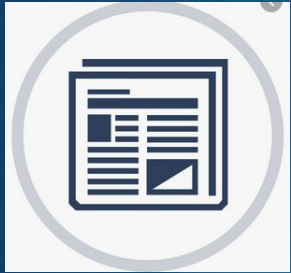




Who-Perfect  
Customer



What-Customer's  
Message  
**What Do We Say to  
Them?**



How-Best Way to  
Connect



# Business Incubator

1. Outline the direction that you intend to take your products and services
2. Create a one-sheet plan as your core theme
3. Create a sales funnel outline to determine what products/services need to be addressed first
4. Use technology and outsourcing to increase speed and efficiency in completion

With this process, you employ a “rinse and repeat” system of creating a consistent flow of products and services as your clientele needs grow with you.

Your investment for a business incubator \$ 3,987

# Joe Lovenetti Investment - Package Options

## ▶ **Platinum Package Option #1 - Consulting/Coaching**

- ▶ **Momentum Marketing  
and Branding Plan**
- ▶ **Kick-Start Targeted  
marketing session**
- ▶ **unlimited email/text**
- ▶ **6 months Coaching**



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Your Investment:

Deposit: \$5,997

Retainer: \$397 mo.

Pay in Full Upfront: \$7,560 (10%  
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- ▶ **Same as Platinum with:**
- ▶ **Dream Maker package**
- ▶ **7 emergency calls anytime**
- ▶ **Bonus Sales Blitz program**
- ▶ **Sales Plan**
- ▶ **12 months Coaching**



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## ▶ **All in Package Option #3 - Consulting/Coaching+**

- ▶ **Same as Elite Platinum**
- ▶ **Comprehensive Business**
- ▶ **Plan including financials**
- ▶ **Business Incubation**



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- ▶ **12 months Coaching**

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Deposit:\$6,997

Retainer: \$497 mo.

Pay in Full Upfront: \$11,665 (10% Discount)

## ▶ **All in Package Option #3 - Consulting/Coaching/Ownership**

- ▶ **Same as Elite Platinum**
- ▶ **Comprehensive Business**
- ▶ **Plan including financials**
- ▶ **Business Incubation**

Your Investment:

Deposit: \$7,997

Retainer: \$597 mo.

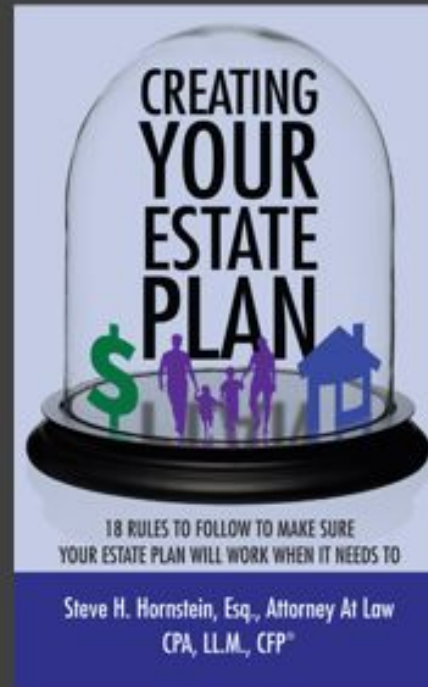
Pay in Full Upfront: \$14,121 (10% Discount)



## Steve Hornstein, Esq.

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- Estate Lawyer
- CPA
- Professional Speaker
- and now, Author







**“** LOOKING FOR RESULTS?

*I own a modest sized financial planning/investing business that needed help in systemizing and strategizing my business growth. When I began using Jim Connolly's unique processes I soon became aware of how much business I was leaving on the table due to inefficiency and unsustainable practices. Soon after working with Mr. Connolly, I saw my productivity increase substantially. I have since been working with him for over several years and as I progress through his systems, my business results improve.*

*He is a great coach. He delivers so much value on a consistent level. He is very generous with sharing his knowledge and experience. If you have the opportunity to work with him, DO IT.  
-Deborah E.*



*" CEO Chef is very professional and easy to work with, the advantages of your program - easy to implement in various locations, that you always met the teams objectives and it is a very engaging program."* - Noel

Rettig, Ed.D | Vice President, Organizational Effectiveness & Learning, Fire & Rain



Here are just a few of our corporate raving fans...



***Fast Action Free Bonus!***



***Fast Action Free Bonus!***

***The F.A.S.T. Formula to  
Your Book Publishing  
Success***

***Fast Action Free Bonus!***

***The F.A.S.T. Formula to  
Your Book Publishing  
Success***

***Value of \$997***



# *Your Next Step...*

- 1. Open up the PDF agreement below*
- 2. Review, choose your package, sign, date and return to [Win@JimBizCoach.com](mailto:Win@JimBizCoach.com)*
- 3. If you have any questions or concerns, let's schedule a quick chat*  
*<https://calendly.com/jconnolly-1/60min>*
- 4. Thank you. And whether you go forward or not with us, I hope this experience was helpful.*

