

Frustrated Executives with Gaps

## 5 Gaps Most Leaders Face

*Why strong ideas stall until they're captured as clear, reusable assets*

Executives rarely lose because the strategy is weak. They lose time, deals, and alignment because messages are alive in the room—but dead on the page and soon forgotten by those who heard. These are five predictable gaps that drain momentum, and what you can do about each.

*"Don't just publish content—deploy assets."*

### ● **Clarity Gap:** Everyone nods; but no one can repeat what you said

Stay on target by running a 90-second message audit before drafting:

1) WHAT decision you want, 2) WHO decides, 3) a ONE-sentence core message, 4) THREE proof points. Convert these into a [Signature Doc](#) your team can use and reuse—intro, speech, email, exec summary

### ● **Method Gap:** Your approach lives ONLY on whiteboards that you create

Name the 3–5 stages you always follow. Give each stage a VERB and ONE line of value. Package as a one-page [Framework Blueprint](#) so others can teach and sell it accurately.

### ● **Momentum Gap:** Your talks land; but writing lags

After any meeting or podcast interview, record a 60-second RECAP and pull THREE takeaways. Draft a publish-ready [Authority Article](#) from that outline and schedule it for release. Reuse for slides, emails, newsletter articles, presentation decks, and organic posts.

### ● **Capital Gap:** Great vision, fuzzy investor narrative

Replace abstractions with specifics: numbers, names, next steps. Cut things that don't move a decision. Shape a two-page [Investor Narrative](#) that clips straight into your deck or proposal. Reuse the structure.

### ● **Alignment Gap:** New people must guess how you do things

Have someone (your next new hire) document your "non-negotiables" and create a first-week checklist. Turn scattered emails into a concise [Onboarding Guide](#) so everyone is aligned—quickly & consistently.

*"Write once. Reuse everywhere."*

## GETTING BETTER

- Start with your costliest gap.
- Capture voice or intent FIRST (60–100 seconds), outline SECOND (hook, 3 points, close), draft LAST.
- Build a simple reuse map for every asset: deck slide, email, post, script.

## GETTING SERIOUS

*"Authority is not from louder words—it's from documented clarity."*

Gaps don't close themselves—assets do. When your message is clear on the page, it scales in rooms you're not in, aligns teams you just hired, and moves decisions that matter. Convert one gap this week; let that win fund the next. If you want a faster path, one 30-minute Voice-to-Asset session with me can produce the first asset and its reuse map.

Make ghostwriting work for you.

# How it Works

## 1. Written assets amplify your messaging.

I help executives, founders, and advisors translate complex thinking into clear, strategic documents, based on decades as a business writer. My work isn't about producing more words; it's creating valuable assets—docs that carry authority, build trust, & move decisions when you're not even in the room.

## 2. Transform a conversation into an asset.

Go from a 30-minute interview to voice-true, publish-ready, reusable documents in 10 days or less. You just speak in your natural style; I handle the structure, clarity, and strategy.

I apply my four-phase architecture framework:

- ❖ **Discover:** Identify ideas, gaps, opportunities
- ❖ **Extract:** Capture insights through guided conversation and supporting materials
- ❖ **Architect:** Build structure for a clear asset
- ❖ **Deploy:** Deliver a board-ready document with a reuse map to maximize ROI

*"Ron is simply the best tech/copy/anything you need writer we've worked with." —Ron Lear, VP, 2023*

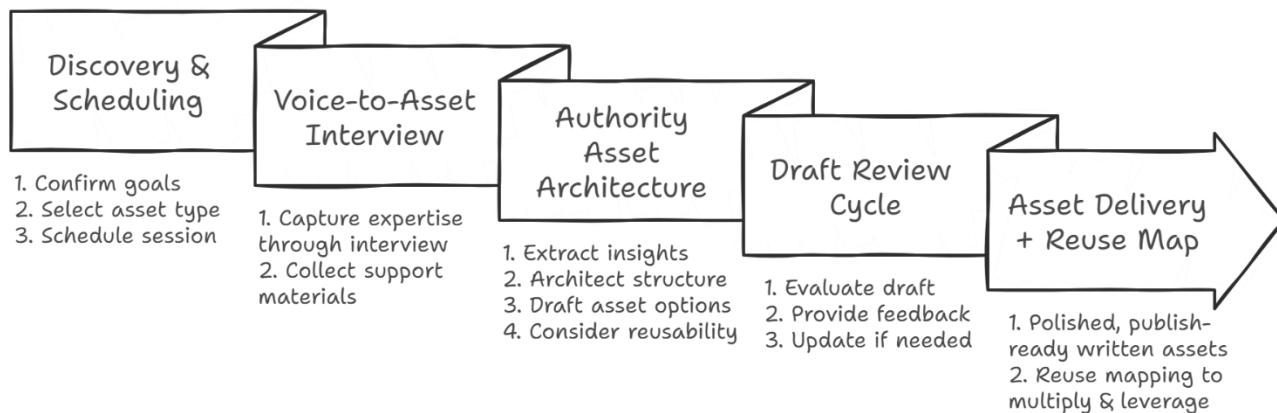
## 3. Purchasing is simple. No hourly fees.

- ❖ **Starter Asset:** \$2K-\$4K, 1 flagship asset within 10 days
- ❖ **Momentum Pack:** \$6K-\$9K, 3 larger assets within 45 days
- ❖ **Advisory Retainer:** \$2K-\$4K/month, 1-2 assets per month

Most clients begin with a Starter Asset to prove value on a small flagship asset. From there, they expand into a Momentum Pack to accelerate authority or an Advisory Retainer for ongoing leverage and consistency.

## 4. Maximum impact with minimal effort.

*"He is a master organizer and project scheduler. He takes volumes of details, tasks & planned objectives and synchronizes it all into a workable project plan—he makes eating proverbial elephants possible." —Rob Rosenberger, Account Executive, 2024*



If you're sitting on ideas that could be building authority and opportunity, let's turn them into assets. Stop and schedule a 15-minute intro call right now.

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