

Executives Seeking Compounding ROI

## Written Asset Value: How to Leverage

*Why the right documents create leverage, trust, and revenue—long after the meeting ends*

Leaders don't need more content; they need written **assets**—documents with clarity, authority, and reuse baked in. Done right, a single asset becomes the most efficient way to scale decisions, align teams, and move revenue—without drama and without added meetings.

*"One clear document replaces ten meetings."* |

### ▶ Strengthen handoffs with operating definitions

Action: Write short, shared definitions for must-not-fail terms (ICP, qualified lead, readiness, success).

Asset: **Operating Definitions Doc** that acts as a contract between sales, marketing, product, and finance

Reuse: onboarding kits, playbooks, SOW templates, KPI dashboards

### ▶ Reduce decision latency with a one-page Decision Brief

Action: Frame big choices on one page—the decision, options, criteria, trade-offs, & recommendation.

Asset: **Decision Brief** that execs can circulate and sign off on without meeting. Bonus: written audit trail

Reuse: board packets, steering-committee updates, diligence Q&A, quarterly reviews

### ▶ Accelerate shared decisions

Action: State the decision you want, name the decider, and present three proofs on one page.

Asset: **Signature Doc** others can circulate for alignment. Reuse: board brief, exec email, deck cover

### ▶ Lower risk with a single repository for ever-changing facts

Action: Version-control the current message—anchor phrases, roles, rank claims, counts, status, dates.

Asset: **Source-of-Truth Library** that locks language, accessible to all, with date-stamp proofs for audits

Reuse: proposals, press statements, investor memos, compliance responses, partner enablement

### ▶ Establish trust you can hand off

Action: Standardize five anchor phrases that describe your customer, problem, solution, results, and next step.

Capture them in an **Authority Article** so language stays consistent and focus stays on target.

### ▶ Make your method teachable

Action: Outline the 3–5 stages you always follow; give each a verb and one-line purpose.

Asset: **Framework Blueprint** packaged to deliver the same experience for teams, partners, onboarding

### ▶ Prepare for capital readiness

Action: Replace superlative statements with specific evidence—numbers, names, next steps; and answer common objections with proven solutions. Shape an **Investor Narrative** that streamlines RFP responses.

*"Clarity today becomes leverage tomorrow."* |

**GETTING SERIOUS:** Written assets are force multipliers: they reduce meetings, create consistency, and keep your message working in rooms you never enter. Build one great asset this week and let its reuse fund the next. For speed, a 30-minute **Voice-to-Asset** session with me can produce a voice-true, board-ready document—delivered within 10 business days, with a reuse map ready to deploy.

## 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*

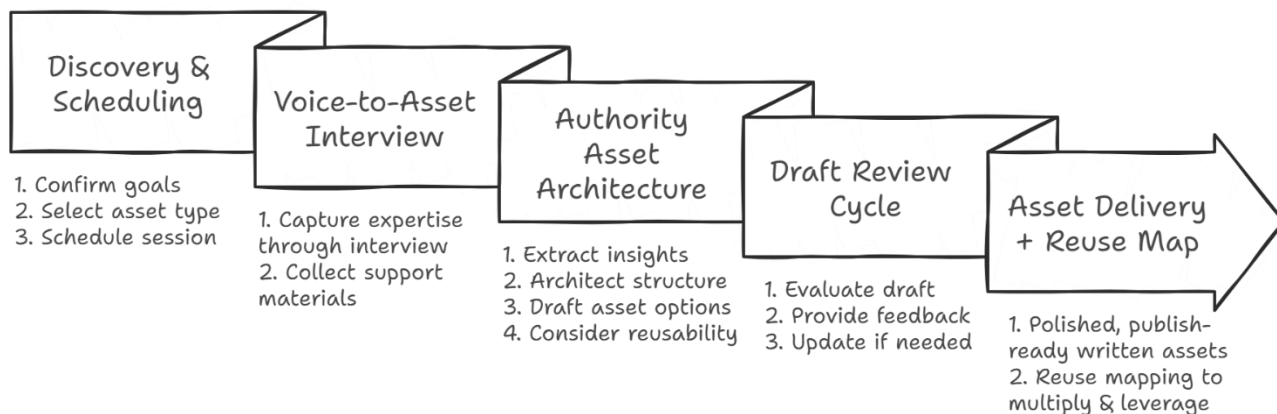
## 3. Purchasing is simple. No hourly fees.

- ❖ **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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