

Jeremy 100 to 10k Operating Plan

Prepared for Jeremy. Date: 07/12/2026 12:58 AM CDT.

Objective: turn a `\$100` budget into the fastest believable path to `\$10,000` by selling a productized service Bob can already deliver.

CHOSEN MODEL

Owner Exception Brief

Executive control layer for multi-site operators

BUDGET NEED

\$37 to \$53

Domain, inbox, basic site tools

FIRST SALE GOAL

\$1,000 to \$3,000

Pilot or setup plus first month

90-DAY OUTCOME

\$10k to \$12k

2 to 4 closes, realistic not fantasy

Executive Verdict

The right play is not investing the money. The right play is using the money as a wedge to sell a high-value service into buyers who already understand operational pain.

Best answer: sell a productized executive reporting and exception-detection service first, because Bob already has live proof, strong operator fit, and the deliverables can be standardized fast.

Blunt conclusion: if this does not get to cash, it will not be because the offer is weak. It will be because distribution was weak, targeting was sloppy, or follow-up was inconsistent.

Top 3, Ranked

RANK	PLAY	WHY IT WORKS	SPEED	ODDS
1	Owner Exception Brief	Best fit with existing Bob capability, easiest to prove, executive-facing, and can be sold with setup fees.	HIGH	HIGH
2	Utility Guardrail + Bill Audit	Strong ROI story, good second offer, especially where monthly bills are large and multi-property.	MEDIUM	HIGH
3	Executive Meeting Capture + Accountability	Easy to demo and useful, but crowded market and weaker standalone economics.	MEDIUM	MEDIUM

Why Winner #1 Wins

- Bob already has live examples in this workspace.
- Buyer pain is expensive and recurring.
- It feels closer to management control than generic admin help.
- It can be sold with setup fees before full delivery complexity arrives.
- It creates easy expansion into utility audits, meeting notes, and owner scorecards.

What Bob Already Has

- Executive brief formats
- Maintenance aging reporting
- Security reporting
- Occupancy review outputs
- Weekly owner scorecard examples
- Meeting-note workflow and accountability formatting

The Product

Name: Owner Exception Brief

Promise: Bob turns scattered operating data into one executive control brief so owners can see what matters now, who owns the fix, and where money or execution is drifting.

ITEM	DETAIL
Buyer	Hotel owners, property managers, multi-site operators, and contractor/service businesses with multiple branches
Core Deliverables	Daily or weekly executive brief, exception scoreboard, owner action list, supporting appendix, optional meeting follow-up notes
Positioning	Executive control layer, not generic reporting and not generic virtual assistant work
Main Value	Compresses scattered reporting into owner-grade decision visibility

Pricing

- **Standard pilot:** `\$1,500` setup
- **Month one:** `\$1,500` managed delivery
- **Fallback pilot:** `\$1,000` for one narrow lane
- **Recurring monthly:** `\$1,000` to `\$2,500` depending on cadence and complexity

90-Day Math

- 2 closes at `\$3,000` initial value = `\$6,000`
- 2 additional closes at `\$2,000` to `\$3,000` = `\$4,000` to `\$6,000`
- **Total realistic path:** `\$10,000` to `\$12,000`

What the First \$100 Should Buy

- **One domain:** roughly `\$12`
- **One sending inbox:** roughly `\$6` to `\$12` first month
- **One simple landing page tool or hosting:** roughly `\$19` to `\$29`
- **Reserve the balance:** do not spend more until outreach proves there is real demand

Do not waste money on ads, logo obsession, or software stacks before first buyer interest.

Distribution Strategy

Order of attack: warm intros first, then semi-warm operator network, then cold outbound if needed.

1. Start with hospitality and multi-site operations where Bob already has credibility by example.
2. Use Jeremy as the trust bridge and liaison.
3. Lead with the business problem, not the AI angle.
4. Ask for permission to send the 7-day pilot scope.
5. Close one narrow pilot before expanding the offer surface.

Warm Outreach Copy

Subject: executive control layer for the portfolio

Hi {{name}},

We built a simple owner-grade reporting layer that turns scattered operating data into one executive brief.

It surfaces what needs attention now, who owns it, and where the portfolio is drifting before it gets expensive.

If useful, I can send the short 7-day pilot scope.

Jeremy

Direct Outreach Copy

Subject: one control brief for {{company}}

Hi {{name}},

Most multi-site operators have the data, but not the control layer.

We built a simple executive brief that pulls the real issues into one view: occupancy pressure, maintenance aging, security signals, collections pressure, and owner action items.

If I send the 7-day pilot scope, worth a look?

Jeremy

7-Day Pilot Scope

1. Confirm scope, audience, and success criteria.
2. Collect source files and normalize inputs.
3. Build first executive view.
4. Add exception logic and owner-action framing.
5. Tighten for owner readability.
6. Deliver pilot brief.
7. Review results and convert to recurring cadence.

What Is Missing Right Now

GAP	WHY IT MATTERS	FIX
Offer page is not live yet	No clean URL to send with outreach	Build one-page landing page immediately
Target list is not built yet	No distribution means no revenue	Assemble 20 warm and 50 cold targets in priority order
Proof package is implied, not packaged	Buyers need visual proof fast	Select 3 best report examples and package them together
Sales handling is not scripted end-to-end	Response quality will vary	Write objection handling and discovery-call structure
No CRM or reply tracker yet	Follow-up will leak without process	Simple lead tracker with status, next action, and owner

How to Accelerate

- **Use hospitality first:** Bob already has the strongest proof there.
- **Sell narrow first:** one operating lane or one portfolio slice beats a giant promise.
- **Use Jeremy as trust transfer:** warm intros collapse sales friction dramatically.
- **Bundle proof:** sample brief + one-page scope + short email is enough to start conversations.
- **Push fast follow-up:** every positive reply should get a same-day response and scope send.
- **Avoid custom chaos:** standardize inputs, outputs, and review cadence from day one.

Immediate Next 72 Hours

1. Buy domain and set up outreach inbox.
2. Publish one-page offer page.
3. Package 3 proof examples.
4. Build first 20 warm targets.
5. Send first outreach batch.
6. Track replies and book discovery calls.

What Jeremy Needs to Do

1. Approve hospitality-first positioning.
2. Provide 10 warm targets or intro paths.
3. Purchase domain and inbox when selected.
4. Let Bob keep the offer narrow until first sale lands.

Second and Third Offers

Offer #2: Utility Guardrail + Bill Audit. This is the next move once first proof and workflow discipline exist. It has strong economics and a direct savings narrative.

Offer #3: Executive Meeting Capture + Accountability. Keep this as an add-on or cross-sell, not the first main revenue engine.

Bottom Line

The plan is sound. What is missing is not strategy. What is missing is packaging, distribution, and disciplined follow-up.

If we want to accelerate, we should stop debating the model and start shipping the sales surface: live page, proof pack, target list, first outreach wave, reply handling, and pilot close.

Recommended move: execute Owner Exception Brief first, use the first close to validate messaging, then either stack more clients or open the utility-audit lane behind it.