



# MAX'S **DECELERATOR** PROGRAM

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A blueprint for consultants to productize their strategy offerings and multiply their return on effort.

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# ARE YOU A FIT?

## A MARKET WORKING AGAINST YOU

Many agency owners feel stuck or trapped on a hamster wheel: running faster and faster without making any real progress.

**Why?** Implementation services are quickly commoditized, destroying opportunity and profit margins as educated labor floods the market. “Done for you” clients become less predictable and profitable as they gain buying power.

*“He (Max) changed the way I thought about my business”*

*Lawson Abinanti, Lawson Positioning Framework™*

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## TIME TO STEP OFF THE HAMSTER WHEEL

The “done for you” model trades time for dollars: each incremental dollar earned comes at an increased cost of complexity and profitability.

Working harder to make your “done for you” model grow will only make the pain worse.

The solution, a more predictable and scalable business model, is right under your nose.

***“Max has a unique ability to identify expertise. He harnesses that expertise into strategy products that are easy to sell.”***

*Daniel Latzman, Customer Journey Blueprint™*

## WHY MAX?

Max has the structure, experience, network and vision to turn intangible expertise into a knowledge product that will 10x your business and personal productivity.

Max’s motivation is to help you spend more time doing what you enjoy, while contributing to more clients and making more money than you ever have before... in that order.



# MAX'S DECELERATOR PROGRAM OVERVIEW

Max facilitates ideation, product development, and implementation of your go-to-market plan.

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# WHAT'S INCLUDED?

## **Max: Your thinking partner and knowledge product coach.**

Available by phone, email and video calls to reinforce learnings, validate your work and keep you moving.

## **Guided exercises to build your go-to-market plan**

Used to identify, productize and guide a phased launch of your knowledge products.

## **Product & sales templates**

Easily adaptable templates to accelerate product development and launch of your knowledge products.

## **Instructional & inspirational videos**

Covering key concepts to help you adopt a “digital, scalable, residual” mindset and apply it to your business model.

## **Weekly Q&A sessions**

Hosted by Max and attended by small groups of agency owners in various stages of productization.

## **Monthly Workshops**

Join Max monthly for half-day and full-day working sessions to identify and capture your most important opportunities.

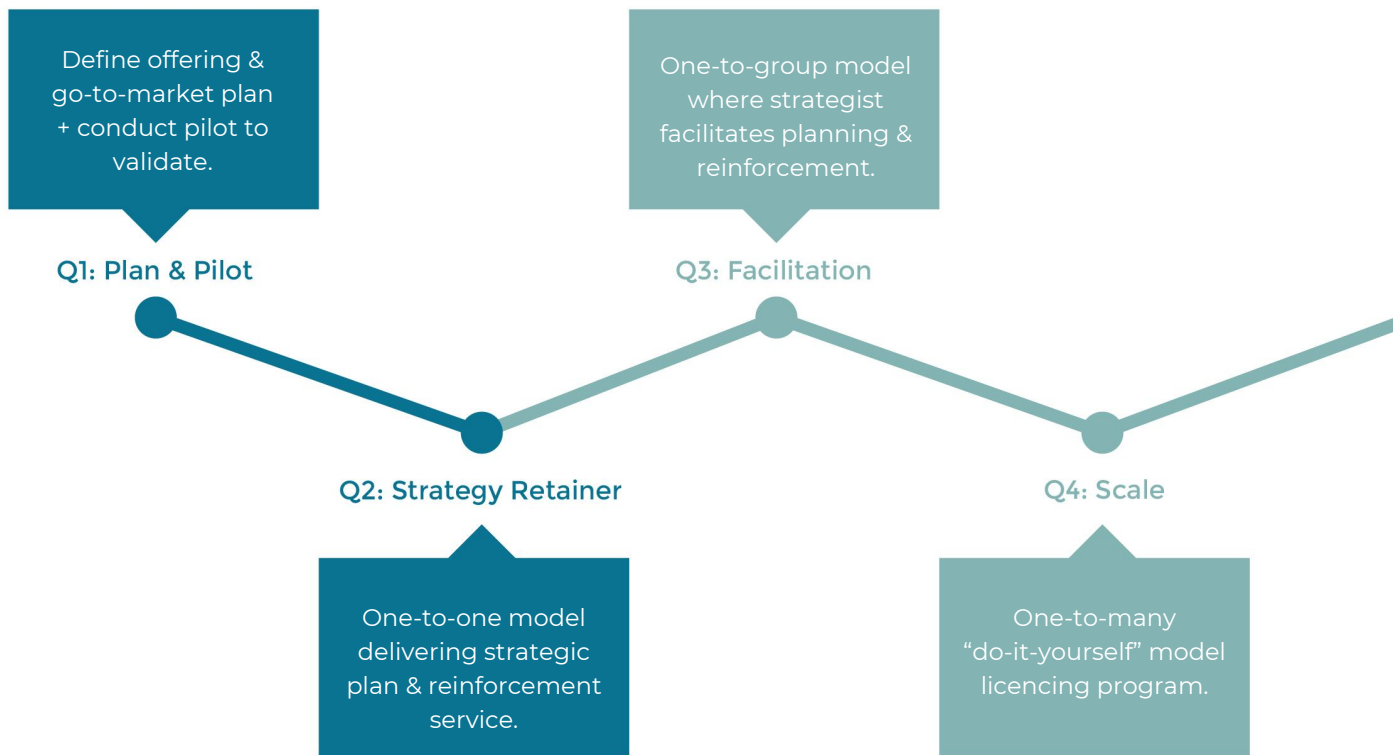
**“Max is helping me build a fast-growing, wildly profitable, scalable business that can thrive without me by helping me turn my knowledge into a product and a predictable, recurring revenue stream.”**

-Dr. Roxie Mooney, Commercialization Strategy for Healthcare Innovators

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# PLAN, PILOT, SCALE



Each go-to-market phase represents a significant leap in profitability and scalability, moving from a one-to-one strategic service to a one-to-many course & group coaching model that can be licenced for ongoing "residual" income streams.

# QUARTER 1: PLAN & PILOT

Exercises	Description	Time
<b>MVP Identifier</b>	A series of thought exercises which pinpoint your <i>most valuable process (MVP)</i> which will become your first knowledge product.	Week 1
<b>MVP Builder</b>	A structure for documenting the unique intellectual property behind your MVP.	Week 2
<b>Pilot Gameplan</b>	Defines strategic goals, roles, activities, timeline and budget for the first “pilot” project.	Week 3
<b>Pilot Implementation</b>	A mix of product development and facilitation of your MVP to client #1.	Weeks 4 - 12