

Jumpstart 12 — Strategic Field Guide

A Practical Orientation for Business Owners

Purpose of This Guide

This guide is meant to orient you to how **Jumpstart 12** works in practice.

It is not a full implementation manual.

Instead, it provides enough clarity to:

- Understand where profit leverage actually comes from
- See how disciplined improvements compound
- Decide whether this strategic approach fits how you want to run your business

The intent is insight, not execution.

The Core Idea Behind Jumpstart 12

Every established business operates as a system.

Within that system are a small number of leverage points where **small, precise changes produce disproportionate profit gains**.

Jumpstart 12 identifies twelve of those leverage points.

The mistake most owners make is trying to improve all of them at once — or addressing them in the wrong order.

The strategy is not intensity.

The strategy is **sequence and discipline**.

The Twelve Leverage Areas (Strategic Applications)

Below is a 30,000 foot view of each area, along with how it is *used* strategically.

1. Market-Dominating Position

Strategic Application:

Clarify who the business is *not* for as much as who it is for.

Practical Starting Point:

List your top 20% of customers by profit, not revenue. Look for shared characteristics — buying behavior, problems solved, expectations.

If your positioning speaks clearly to that group, profit pressure often eases quickly.

2. Compelling Offer

Strategic Application:

Make the value obvious and the decision easy.

Practical Starting Point:

Ask: *“If a prospect had to explain our offer to someone else, could they do it clearly in one sentence?”*

Confusion in the offer almost always shows up later as price resistance.

3. Cost Control

Strategic Application:

Identify costs that quietly reduce profit without contributing to value.

Practical Starting Point:

Flag the top five expenses that have grown over the last 12–18 months and ask which ones directly support your best customers.

This often reveals hidden margin without cutting capability.

4. Strategic Price Increases

Strategic Application:

Raise prices in ways that reinforce positioning rather than damage trust.

Practical Starting Point:

Identify one segment where price sensitivity is lowest and test a modest increase tied to clearer value or scope.

Price changes are safest when paired with clarity.

5. Upsells & Cross-Sells

Strategic Application:

Increase revenue per customer by solving the *next* logical problem.

Practical Starting Point:

Map the customer journey and identify where customers routinely ask, “*What’s next?*”

That moment usually points to your most natural upsell.

6. Downsells

Strategic Application:

Capture value from prospects who would otherwise walk away.

Practical Starting Point:

Document the most common reason deals stall or die, then design a controlled alternative that protects margin instead of discounting.

7. Bundling

Strategic Application:

Combine offers to increase perceived value while simplifying decisions.

Practical Starting Point:

Bundle items customers already buy together and price the bundle so the comparison favors simplicity over choice.

8. Additional Products & Services

Strategic Application:

Expand profit without expanding operational complexity.

Practical Starting Point:

Look for services customers already assume you provide but that are not clearly defined or priced.

Formalizing these often creates immediate profit lift.

9. Alliances & Joint Ventures

Strategic Application:

Leverage trust that already exists in the market.

Practical Starting Point:

List non-competing businesses that already serve your ideal customer and explore a single, low-risk collaboration.

10. Drip Campaigns

Strategic Application:

Maintain relevance over time rather than relying on single moments.

Practical Starting Point:

Create a short sequence that answers the three most common questions prospects ask *after* the first conversation.

11. Lead Flow

Strategic Application:

Create predictability before scale.

Practical Starting Point:

Identify your most reliable lead source and focus on making it slightly more consistent before adding new ones.

12. Digital Presence

Strategic Application:

Ensure the business communicates clarity and credibility before a conversation ever happens.

Practical Starting Point:

Review your website or core digital asset and ask: *“Would a prospect understand who this is for and why it matters in under 30 seconds?”*

How Profits Actually Double

Jumpstart 12 does not rely on one dramatic change.

Profit doubles through:

- Small margin improvements
- Higher revenue per customer
- Better sequencing of decisions
- Reduced friction in sales and operations

Each improvement may seem modest in isolation.

Together, they compound.

What VFR Direct Can Do Beyond This Guide

Trust in us to show you:

- Which leverage points to address first
- How to diagnose constraint vs opportunity
- How changes in one area affect the others
- How to implement improvements without unintended consequences

Those decisions require strategic sequencing — and that is where experience matters.

Final Thought

Most business owners do not need more ideas.

They need a **clear framework**, applied with discipline, in the right order.

That is the role of Jumpstart 12 — and the work of VFR Direct.