



SAMPLE AUDIT, INVENTED BUSINESS

AI AUDIT · COPPER HOLLOW COACHING

8.1 HOURS A WEEK

Your numbers, added up. Yours to keep.

About \$60,500 a year back.

About \$45,636 net return in year one, \$50,911 a year after that.

Minutes a week back to you, after the reading and sending that stays yours, priced at your own number over 50 working weeks. Rows marked estimated are my read of what you described; the rest are your own count. The right side is your investment to get them back, also estimated.

\$60,500

A YEAR BACK

MINUTES BACK A WEEK • DOLLARS A YEAR

 Meetings	169 min • \$21,125
 Documents	66 min • \$8,250
 Email & inbox	56 min • \$7,000
 Content & marketing	55 min • \$6,875
 Sales process	40 min • \$5,000
 Data entry	39 min • \$4,875
 Customer service	23 min • \$2,875
 Financial software	19 min • \$2,375
 Scheduling	17 min • \$2,125

\$14,864

YEAR ONE INVESTMENT

The Setup, two hours with me (includes month one of Accelerate)	\$1,397
Your 2 hours in that session, at \$150/hr	\$300
Getting the 14 builds working, about 7.3 hours of yours at \$150/hr (estimated)	\$1,100
Testing and fixing as you go, 10% of the hours back (estimated)	\$6,050
Accelerate for the other 11 months of year one	\$6,017

\$45,636

NET RETURN ON

INVESTMENT

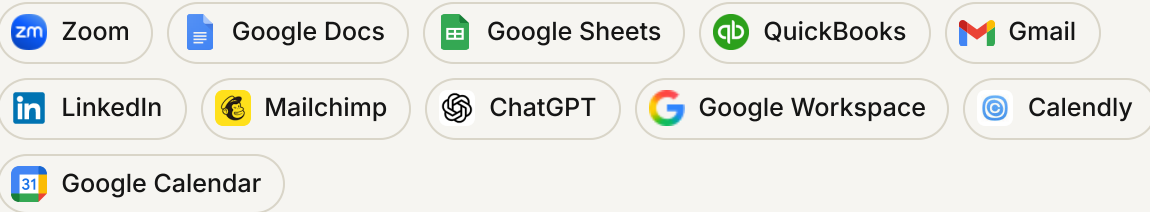
Net return on investment, year one \$45,636

Every year after: \$60,500 back, less 5% for upkeep and 12 months of Accelerate \$50,911

PAYS BACK THE SETUP, YOUR 2 SESSION HOURS AND YOUR 7.3 BUILD HOURS IN MONTH 1, AFTER THE TOOLS AND THE TESTING

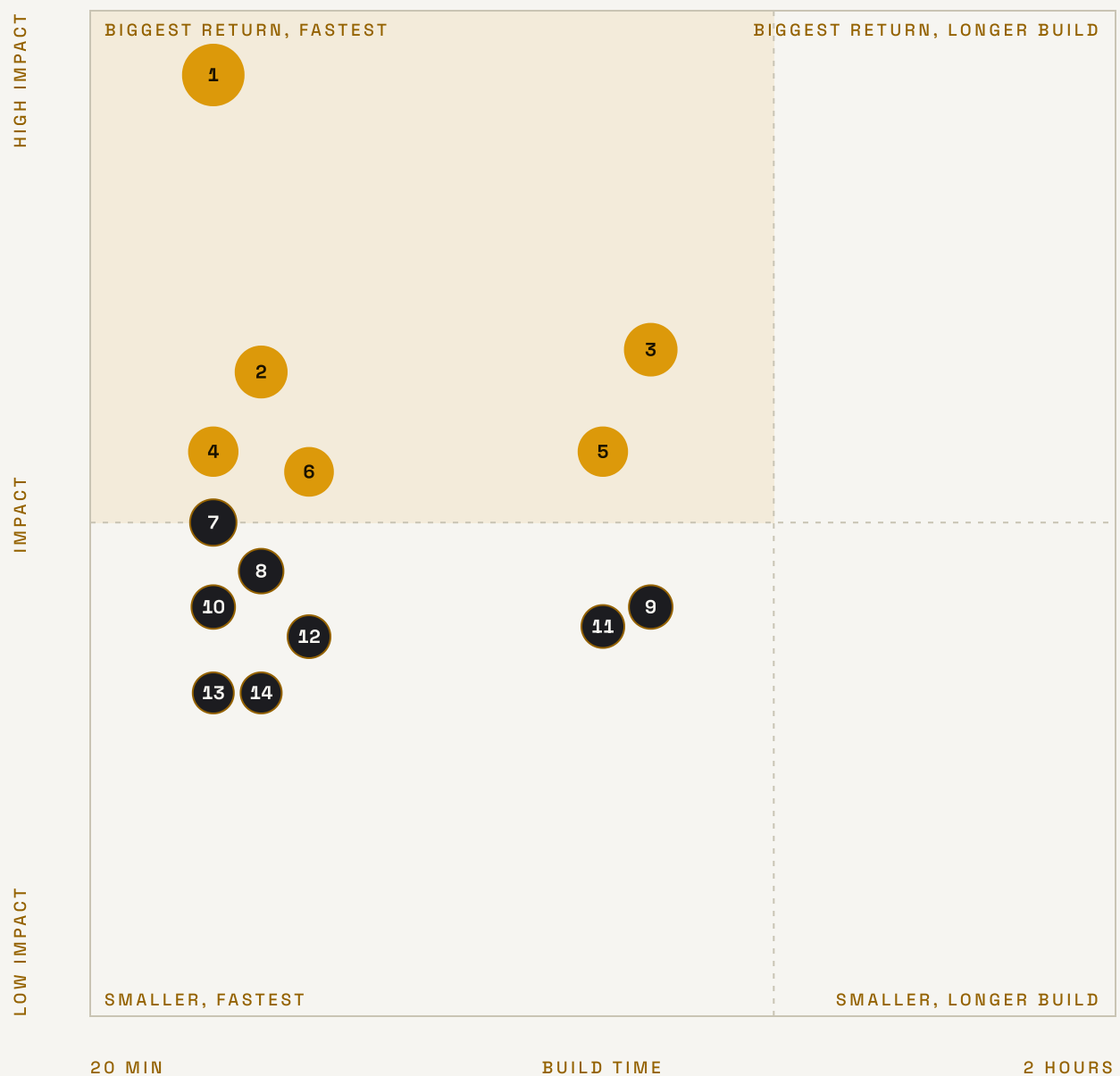


II YOUR STACK, AND THE MAP



Where each one sits.

Gold is what to do first. Left to right is build time, not difficulty. Numbers match the list that follows.



All 14, nothing left out.

Each one runs from day one, some on your word, some on their own. Row returns are before the Setup, your own hours in that session and the monthly plan, which page 2 counts once.

#	WHAT YOU DO NOW	WHAT IT BECOMES	SAVES A YEAR	RETURN, YEAR ONE
DO FIRST · START HERE				
1	 Meetings 15 min, 36 times a month Writing the session recap and action items after each client call, from memory and handwritten notes	When a session ends it turns the notetaker's transcript into the recap and next steps in your words, and sends it once you approve.	\$14,625 130 → 13 min a week	\$13,113 about 20 min to build (est.)
WORTH ADDING  Granola free keeps 30 days of notes, then \$14 a month				
2	 Meetings 10 min, 36 times a month Rereading the last recap, notes and goals before each session	Ahead of every call it puts the previous recap, open commitments and the client's goals on one page.	\$6,500 86 → 34 min a week	\$5,800 about 20 min to build (est.)
3	 Email & inbox 5 min, 10 to 15 times a week · estimated Answering client emails between sessions: quick questions, articles, how a hard meeting went	It drafts the reply to each routine client email from their file in your voice and leaves anything sensitive for you.	\$5,625 to \$8,500 63 → 7 min a week	\$6,150 about 1 h to build (est.)
4	 Data entry 5 min, 36 times a month Updating the session tracker in Google Sheets so each client's package hours stay current	After every session it logs the hour on that client's row and flags any package running low.	\$4,875 43 → 4 min a week	\$4,338 about 20 min to build (est.)
5	 Documents 30 min, 18 times a quarter Drafting the quarterly progress report for each client's sponsor at the company	Each quarter it drafts every sponsor report from that client's recaps and goals, keeping private details out.	\$4,875 43 → 4 min a week	\$4,238 about 1 h to build (est.)
6	 Content & marketing 20 min, 2 times a week Posting on LinkedIn twice a week	Every Tuesday and Friday it drafts a LinkedIn post from themes across your sessions, with no client named.	\$4,500 40 → 4 min a week	\$4,000 about 20 min to build (est.)

III EVERYTHING WE FOUND, CONTINUED

#	WHAT YOU DO NOW	WHAT IT BECOMES	SAVES A YEAR	RETURN, YEAR ONE
THEN, IN ORDER OF WHAT THEY GIVE BACK				
7	 Sales process 45 min, 2 to 4 times a month · estimated Putting together proposals for new coaching engagements	Tell it what the leader needs and it builds the proposal from your past engagements and fee sheet.	\$2,375 to \$4,875 32 → 3 min a week	\$3,213 about 20 min to build (est.)
8	 Customer service 3 min, 30 to 40 times a month · estimated Nudging clients mid-cycle about the experiments they chose	Midway through each cycle it emails every client a quick nudge on the experiment they picked.	\$2,375 to \$3,250 25 → 2 min a week	\$2,538 about 20 min to build (est.)
9	 Financial software 5 min, 18 times a month Billing each client's monthly retainer in QuickBooks and following up on late payments	It sets each retainer to bill itself every month in QuickBooks and sends a polite note on any late payment.	\$2,375 22 → 3 min a week	\$1,988 about 1 h to build (est.)
10	 Content & marketing 90 min, 12 times a year Assembling the monthly leadership newsletter in Mailchimp	Once a month it drafts the Mailchimp issue from the month's posts and one client-safe story.	\$2,375 22 → 3 min a week	\$2,088 about 20 min to build (est.)
11	 Scheduling 10 min, 6 to 10 times a month · estimated Moving sessions when a client's week changes, by email back and forth	When a client needs to move, it offers open times from your calendar and moves the invite when they reply.	\$1,625 to \$2,750 19 → 2 min a week	\$1,763 about 1 h to build (est.)
12	 Documents 45 min, 15 to 25 times a year · estimated Turning 360 feedback interviews into a written themes summary	Send it the interview notes and it groups the feedback into themes with quotes, names removed.	\$1,500 to \$2,500 18 → 2 min a week	\$1,750 about 20 min to build (est.)
13	 Sales process 10 min, 4 to 6 times a month · estimated Checking back in with prospects after discovery calls	After each discovery call it drafts the follow-up with what you agreed on the call.	\$1,125 to \$1,625 12 → 1 min a week	\$1,188 about 20 min to build (est.)
14	 Documents 40 min, 12 to 18 times a year · estimated Summarizing personality assessment results before a new client's first debrief	Hand it the assessment report and it writes the debrief summary in plain language.	\$1,125 to \$1,625 12 → 1 min a week	\$1,188 about 20 min to build (est.)

Not on your plate today.

Things you said you want that nobody is doing by hand today, so they carry no dollar number. The by-hand figures are my estimate of what each would cost you to run yourself.

ON YOUR LIST	WHAT IT BECOMES	BUILD	BY HAND
A short program for new managers, built from what works best in sessions	It packages your go-to exercises into a course with worksheets you can sell to companies.	about 4 h, once	about 10 h each 1 to 2 a year, ongoing
A pulse survey of each client's team during the engagement	Halfway through, it sends the team a short survey and writes you a summary of what changed.	about 1 h, once	about 1 h each 6 to 10 a year, ongoing

One two-hour session turns it on.

Getting started is \$997: two hours with me on your machine and your accounts, plus your first month of Cruise. You leave with the first wins running, or the Setup is free.

Cruise

\$147 a month

The full system, the community, the weekly call. You run it.

Start at \$997: the Setup plus month one

FITS WHAT YOU
DESCRIBED

Accelerate

\$547 a month

Cruise, plus an hour of my time every month.

Start at \$1,397: the Setup plus month one

Overdrive

\$1,197 a month

Accelerate, with three hours a month. I sit inside the business.

Start at \$2,047: the Setup plus month one

BOOK THE SETUP

Not ready for a plan? A one-off working session runs \$497.

This audit is yours either way. Take it to someone else or do it yourself. The numbers still hold.