



MEET PARKER

Capable. Committed
Ready to improve.

Parker is a fictional composite reflecting common experiences of active small-business owners.

Is the Business Builder Lab right for you?

Business owners, founders and operational decision-makers who are actively preparing to open, newly operating, or running an existing business that would benefit from stronger internal practices.

For people strengthening the practices behind an active or soon-to-launch business. You do not need to be struggling or starting over.

THIS LAB MAY BE RIGHT FOR YOU IF YOU NEED SUPPORT WITH

- Developing a consistent sales process
- Converting inquiries into customers
- Understanding financial reports and business performance
- Establishing practical workflows
- Reducing inefficiencies and recurring problems
- Creating stronger systems before additional growth
- Reducing overdependence on the owner
- Making the business more consistent and manageable

PARKER'S STORY

Parker knows the business's product, service, or craft exceptionally well. The business has customers and demonstrated demand, but the systems behind it have not developed at the same pace.

Sales, financial reviews, and everyday workflows may still happen informally or depend heavily on Parker's involvement. Leads are not consistently converted, bookkeeping reports are not always used to guide decisions, and work may follow a different path depending on the customer, employee, or urgency of the moment.

The business may be newly operating, experiencing strain, or generally stable. It is not necessarily in crisis. Parker simply recognizes that stronger processes are needed to improve performance and prepare the business for what comes next.

THE CHALLENGES PARKER'S BUSINESS IS EXPERIENCING:

THE LEAD THAT WENT QUIET

"We are getting inquiries. I am not sure how many are becoming customers."

THE REPORT THAT RAISED MORE QUESTIONS

"I receive the numbers. I do not always know what deserves my attention."

THE PROBLEM THAT CAME BACK AGAIN

"We fixed it last time. Why does the same delay keep resurfacing?"

THE PROCESS THAT CHANGES EVERY TIME

"We do the same work differently depending on who is handling it."

THE HANDOFF THAT FELL THROUGH

"Everyone is working hard, but tasks and information still get missed."

THE DECISION THAT ALWAYS COMES BACK TO PARKER

"The team is capable, but too many decisions still depend on me."

WHAT PARKER IS LOOKING FOR

A clear starting point, practical tools and improvements she can carry back into the business.

DO YOU SEE YOURSELF IN PARKER'S STORY?

REGISTER FOR THE BUSINESS BUILDER LAB!