

# RAPID RESULTS: MEDIA KIT

## About the Author

**Ron Shank** is a dual-certified Rapid Results Profit Coach and the owner of Ron Shank Coaching. With a diverse background spanning education, broadcasting, and entrepreneurship, Ron brings a wealth of experience to his coaching endeavors.



From 2015 to 2021, Ron served as an educator and director of broadcasting for WQTR, Tiger Radio, where his passion for teaching broadcasting and audio/video production classes to high school students led to numerous successes. Under his guidance, audio and video teams achieved 7 State Championships and 1 National Championship. Recognizing his contributions, Ron was honored as the 2019 Educator of the Year by the Hardin County Chamber of Commerce.

Ron's influence extends to the national airwaves, where he's fondly remembered as the fun-loving and quick-witted former co-host of American Family Radio's "JJ & Ron in the Morning" show. For five years, he entertained and inspired listeners on AFR, an American Christian radio network with over 72 stations. Ron also served as the Program Director for the inspirational music network during much of his time on AFR.

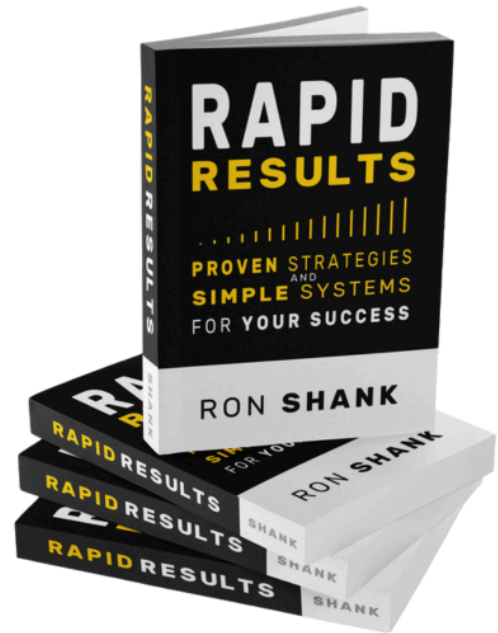
Currently, Ron wears the hat of the president at Kelley's Katch Caviar, where he oversees operations. Additionally, he is the owner of Optimus Media, a web design and web hosting company that has been in operation since 2000.

In March 2017, Ron added certified Rapid Results Coach to his list of accomplishments, sharing his extensive business and career success knowledge with clients.

A veteran of the United States Air Force, Ron, along with his wife, resides in Savannah, TN, where they are raising three boys, enjoying the company of two dogs, and contributing to their community and beyond.

## About the Book

***Rapid Results*** is a comprehensive guide for small business owners looking to achieve significant improvements in profitability and business growth. Drawing on Ron Shank's extensive experience in coaching and business management, the book outlines the Pathway to Profit system—a clear, step-by-step roadmap to increase revenue and profit.



The book covers essential areas such as:

- **People:** Strategies for attracting and retaining top talent.
- **Processes:** Optimizing business structure and standard operating procedures.
- **Leads:** Creating a dominant market position to generate more leads.
- **Conversions:** Techniques to optimize conversion rates and close more sales.
- **Retention:** Continuous improvement of products and services to retain customers.
- **Sales:** Increasing average sale value and frequency of sales.
- **Cost Reduction:** Effective methods to reduce both fixed and variable costs.

## Suggested Interview Questions

- **Personal Journey:**
  - What inspired you to become a Rapid Results Coach?
  - Can you share a bit about your background and how it has shaped your approach to coaching?
- **Broadcasting Experience:**
  - How did your time at WQTR and AFR influence your career path?
  - What are some memorable moments from your broadcasting career?
- **Teaching and Awards:**
  - What was it like teaching broadcasting and audio/video production to high school students?
  - How did it feel to be named the 2019 Educator of the Year?

- **Business Insights:**
  - Can you explain the Pathway to Profit system and how it benefits small business owners?
  - What are the common mistakes small business owners make that your book addresses?
- **Strategies for Success:**
  - What are some key strategies from your book that any business owner can implement immediately?
  - How do you suggest business owners approach cost reduction without compromising quality?
- **Balancing Roles:**
  - How do you manage your multiple roles as a coach, president of Kelley's Katch Caviar, and owner of Optimus Media?
  - What advice do you have for entrepreneurs juggling multiple businesses?
- **Future Plans:**
  - What are your future plans for Ron Shank Coaching and your other businesses?
  - Do you have any upcoming projects or books in the pipeline?

## Contact Information

For media inquiries, interview requests, or additional information, please contact:

### **Ron Shank Coaching**

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## Book Availability

*Rapid Results* is available for FREE at [shankcoaching.com](http://shankcoaching.com)

## Social Media

- **LinkedIn:** <https://www.linkedin.com/in/ronshank>
- **Facebook:** <https://www.facebook.com/ronshank>