

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 background in education, broadcasting, and entrepreneurship, Ron brings a proven track record of leadership and business growth to his clients.



Business owners work with Ron when they want more than just advice—they want a clear, strategic path to growth, profitability, and operational excellence. His coaching is tailored and exclusive, designed for leaders serious about driving measurable results.

From 2015 to 2021, Ron served as an educator and director of broadcasting for WQTR, Tiger Radio. There, he guided student teams to 7 State Championships and 1 National Championship in audio and video production. His work earned him the 2019 Educator of the Year award from the Hardin County Chamber of Commerce.

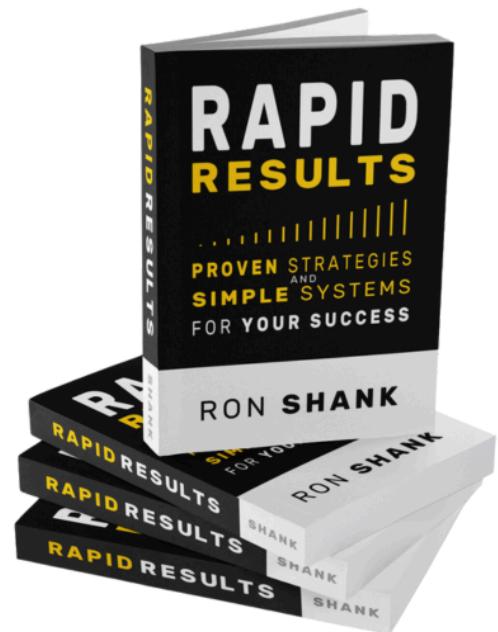
Ron is also known as the former co-host of American Family Radio's "JJ & Ron in the Morning," a nationally syndicated show that blended humor and insight for five years across more than 72 stations. He also served as Program Director for AFR's inspirational music network during much of his time there.

Until June 2025, Ron served as president of Kelley's Katch Caviar, leading the company's operations and growth initiatives. He continues to own Optimus Media, a web design and hosting firm established in 2000.

Since becoming a certified Rapid Results Coach in 2017, Ron has been helping business owners and leaders cut through complexity, optimize profits, and scale with clarity.

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:

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Book Availability

Rapid Results is available for FREE at shankcoaching.com

Social Media

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