Media Kit

Ron Shank, Strategic Growth Advisor and author of Rapid Results

About the Author



Ron Shank is a Strategic Growth Advisor, Certified Profit Advisor, 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.

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.

Ron also owns Optimus Media, a web design and hosting firm established in 2000.

Talking Points

Tell me where it hurts.

The importance of leading with the customer's pain point.

It's not about you.

Not at first anyway. How you solve your customer's problem is more important than your credentials.

The race to the bottom.

Are you competing with Wal-Mart on price? What if you could charge your worth?

90 days to fast cash.

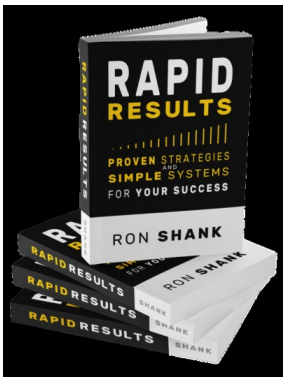
For most businesses, there's gold in your existing customer list.

Contact Information

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High-res headshot: Download photo

Rapid Results is available for FREE at ronshank.com/free-book.

About the Book



Rapid Results: Proven Strategies and Simple Systems for Your Success is a guide for small to medium-sized business owners who want more profit and growth. Drawing on Ron's coaching experience, the book outlines the Pathway to Profit system—a clear, step-by-step roadmap to increase revenue and profit.

The book covers seven essential areas:

- **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? How has your background shaped your approach to coaching?
- **Broadcasting:** 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 key strategies from your book can any business owner implement immediately? How should owners approach cost reduction without compromising quality?
- **Balancing roles:** How do you manage your multiple roles as a coach, author, 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?

Social Media

- **LinkedIn:** linkedin.com/in/ronshank
- **LinkedIn (company):** linkedin.com/company/ronshankcoaching
- **Facebook:** facebook.com/ronshank
- **X (formerly Twitter):** x.com/coachronshank
- **Instagram:** instagram.com/coachronshank
- **Telegram:** t.me/coachronshank

Last updated: November 11, 2026