



# Unlock Your Full Potential, Transform Your Business & Achieve Lasting Success

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BOOK A STRATEGY CALL TO SEE WHERE YOUR  
BOTTLENECK IS

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Are you a founder, agency owner or coach struggling to scale  
your B2B service business?

Frustrating, isn't it

We have been where you are, so trust me when I say this...

You're not alone.

Many founders face significant challenges as they attempt to grow their businesses. Common issues include long sales cycles, difficulty maintaining communication and company culture, and challenges with customer retention.

Let alone understand the importance of things such as LTV, CAC or utilising onboarding costs to fund client acquisition strategies.

Imagine spending countless hours to secure new clients, only to see deals fall due to ineffective lead qualification or bottlenecks in your sales process.

Let alone knowing what to do when you yourself are the bottleneck.

Picture the frustration of managing a growing team while keeping everyone aligned with your company's core values and maintaining seamless communication.

The stress of watching competitors outpace you with faster adoption of market trends, more streamlined lead generation processes and automated technologies and processes working seamlessly, leaves you working with nightmare clients that cause you stress and anxiety.

Being stuck can feel overwhelming.

Fighting for business is a shit place to be.

But...

**There is another way...**

Ascend10X is here to change that narrative. We specialise in helping businesses like yours navigate these scaling challenges with ease.

Our program provides:

- **Proven Strategies:** Learn from 6, 7, and 8-figure founders who have successfully scaled their businesses.
- **Weekly Coaching:** Consistent guidance and support through weekly coaching sessions.
- **1-on-1 Training:** Personalized support tailored to your specific business needs.
- **Accountability:** Structured sessions to ensure you're making progress.
- **Comprehensive Support:** Access everything you need, from detailed SOPs to advanced training modules, to scale your business effectively.

Networking, Guidance, Accountability & Support To Almost Guarantee Success to those willing and eager to put in the work

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***Imagine a future where your business not only hits \$10K, \$25K, then \$50K in monthly sales but continues to grow, reaching \$1M in annual revenue.***

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Picture having a streamlined sales process, a well-aligned team, and a robust strategy to retain and expand your customer base.

With Ascend10X, this vision can become a reality.

Our Two-Phase Approach:

### 1. Phase 1:

#### **Achieve \$10K Monthly Sales**

We equip you with the tools, strategies, and support to reach \$10,000... consistently.

Through personalised coaching, training and accountability, we will provide you with everything you need to build a solid foundation for your business.

### 2. Phase 2

#### **Scale to \$1M Annual Revenue**

Once you hit the initial sales target, we'll guide you through advanced growth strategies to elevate your business to \$1 million in annual revenue.

We will provide you with all the training, planning, strategies and SOPs to increase your revenue month-on-month.

Our tailored approach ensures sustainable and scalable growth.

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***We'll give you everything  
you need to position your***

# *business in the top 1% of your niche*

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## Our Core Offerings:

### **Mastermind & Coaching**

Join our mastermind sessions to connect with experienced coaches and like-minded peers. Gain valuable insights, receive tailored advice, and share collective wisdom to overcome challenges and seize opportunities.

### **Accountability Q&As**

Stay on track with our structured accountability sessions. Receive real-time expert feedback and support to ensure you're consistently progressing towards your goals.

### **Education & Mindset Development**

Access comprehensive modules focused on business systems and mental resilience. Develop the skills and mindset necessary to navigate the complexities of business growth.

### **Standard Operating Procedures (SOPs) & Systems Implementation**

Receive detailed SOPs to streamline your operations and ensure consistency and efficiency across all business processes.

### **Comprehensive Training**

Benefit from in-depth training sessions that cover all aspects of business development, from sales techniques to operational management, ensuring you and your team are well-equipped for success.

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# Why Choose Ascend10X?

- **Learn from 6, 7 & 8-Figure Founders:** Gain insights and strategies from those who have successfully scaled their businesses.
  - **Weekly Coaching:** Consistent guidance and support through weekly coaching sessions to keep you on track.
  - **1-on-1 Training:** Personalized training tailored to your specific business needs.
  - **Accountability:** Structured accountability to ensure you stay focused and achieve your goals.
  - **Comprehensive Support:** Everything you need to scale your business, from detailed strategies to hands-on assistance.
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## Who am I?

I'm Leeroy, the founder of Ascend10X, and a passionate business growth expert.



Hey, I'm Leeroy.

I have a strong background in building and scaling successful businesses. In particular, B2B Service businesses.

I have founded 3 successful agencies - one of which is an award-winning growth partner, focusing on client acquisition.

I built a personal newsletter with over 12K subscribers that focuses on scaling service-based businesses.

I run a private CEO mastermind group.

I have helped my clients work with some of the biggest influencers, brands and Fortune 500 companies.

Here is a list of some of the customers my team secured for one of my clients:



I was once lost on how to get clients.

It was fucking frustrating.

With so much crap out there telling me a thousand and one things to do, I very nearly gave up.

I kept getting shiny-object syndrome, running from one idea to the next. All of which, never brought any results.

What happened?

I simplified my approach.

I needed to start building systems.

I needed to change how I created content.

I needed to change how I acquired customers.



I needed to automate as much as I possibly could to scale.

Over time, things started to gain traction. Everything started falling into place.

The truth is, I would have got there a lot quicker, had I avoided all of the pitfalls slowing me down.

This is why I launched Ascend10X.

I thrive on helping others achieve their business goals because I know the frustration of not scaling my business and paying the bills.

Business is done in stages. What got you to stage 1 will not get you to stage 2... and so forth.

Let's look at the stages of business growth from \$0-\$1M:

Stage 1: \$0-\$10K

Stage 2: \$10-\$100K

Stage 3: \$100K-\$1M

There are also stages 4, 5 and 6 focusing from £1M to \$100M

99.9% of you reading this will be at one of the first 3 stages and that is where I can help you.

Business is hard enough as it is.

Anyone can build a sustainable business. You just need the right information, guidance and support to do so.

So if that sounds like you, book a strategy call with me [HERE](#)

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**GROWTH > EFFICIENCY >  
PROFITABILITY**

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## What You Will Achieve

By following our structured program, you will:

- Develop a steady and reliable sales pipeline.
- Master the art of closing deals and converting leads.
- Implement effective outreach methods to attract and engage potential clients.
- Build and refine Standard Operating Procedures (SOPs) to streamline your business operations.
- Set and achieve ambitious goals with accountability support.
- Enhance your mindset and motivation to overcome challenges.
- Utilise advanced scaling techniques to multiply your revenue.

# Comprehensive Training Schedule

## Weekly Calls

- **Q&A & Open Discussion with Lead Coaches:** Engage with our expert coaches to get your questions answered and gain valuable insights.
- **Demand Generation:** Learn how to create demand for your services and attract your ideal clients.
- **Sales, Closing & Strategy Session:** Develop and refine your sales strategies to close deals effectively.
- **Advanced Outreach Methods:** Discover the most effective outreach techniques for LinkedIn, Facebook, Instagram, and X.
- **SOP Training:** Build and optimise your Standard Operating Procedures for efficiency and scalability.

## Monthly Special Sessions

- **Accountability and Goal Setting:** Stay on track with structured goal-setting sessions and accountability check-ins.
- **Role Playing & Mock Calls:** Practice your sales pitch and improve your closing techniques with role-playing exercises.
- **Mindset & Motivation Coaching:** Strengthen your mental resilience and stay motivated through challenges.
- **Group Call Discussing Tech Stacks:** Explore the best technology tools to support your business operations.
- **Funnel Training:** Optimise your sales funnel to maximise conversions and revenue.

- **Media Buying:** Learn effective media buying strategies to enhance your marketing efforts.
- **Team Collaboration and Strategy Refinement:** Collaborate with your peers and refine your business strategies.
- **Personal Branding:** Build and enhance your personal brand to stand out in your industry.
- **Advanced Scaling Techniques:** Discover advanced strategies to scale your business exponentially.

## Resources and Support

### Training

- **Comprehensive Onboarding:** Our onboarding process begins with a 1-2-1 with our founder, Leeroy. This will allow us to see where you are currently and what we are moving towards. It also allows us to identify any bottlenecks. This allows for a plan to be put in place and sets the foundation for what to work on moving forward. You will also familiarise yourself with our tools, processes, and best practices.
- **Access To Training Material:** All our resources can be found in our central hub. This will include previous group calls, courses and content. This will help you in the key areas that you need to focus on to scale your business.
- **Ongoing Support:** You will receive continuous support from the coaches including weekly calls, accountability groups and daily training sessions.

- **Networking** There are other members with whom you will engage for anything from advice and accountability. It is also a place to connect and network.

We ensure you have all the resources needed to succeed.

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**Build > Market > Sell >  
Scale**

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## Client Success Stories

“I've worked with Leeroy 1-on-1 for a few months now. It's crazy to see the simple areas where I was causing the bottlenecks in my business. Since putting a plan in place, we saw a substantial increase in our monthly sales. The coaching is invaluable!” – Maddison Merak-I

“With Ascend10X’s guidance, we scaled our revenue to \$1M, something we thought was years away. Their strategies are practical and effective.” – Mark @ Digital Growth Hub

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## Book a Strategy Call with One of Our Founders

Ready to dive deeper into your business strategy?

Book a strategy call with one of our founders and get personalised insights tailored to your specific needs.

This exclusive opportunity will provide you with the expert guidance necessary to take your business to the next level.

[Schedule Your Strategy Call](#)

Don't let your business potential go unrealised.

Join Ascend10X and embark on a journey of growth and success.

Whether you're looking to hit your first \$10K in monthly sales or scale to \$1M in revenue, we have the expertise and support to help you achieve your goals.

Ready to Take the Next Step?

Book your free discovery session today and start your transformation with Ascend10X.

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## **FAQs**

### **How often are the coaching sessions?**

Our sessions are tailored to your needs and held weekly with other sessions running bi-weekly and monthly

### **I don't have a business yes, can I join?**

Unfortunately, no. You will need to have a product or service in place. This is for founders, agency owners and coaches who have made sales already but, for whatever reason, are struggling to scale.

### **Can I cancel at any time?**

Yes, our flexible plans allow you to cancel at any time.

### **What kind of results can I expect?**

With dedication and our expert guidance, expect significant progress in achieving your sales and revenue goals.

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## Take Action Today!

Don't miss out on the opportunity to transform your business.

[Book your free discovery](#) session and let Ascend10X guide you to unparalleled success.



## Book a discovery call

30 mins FREE consultation over Google Meet