Founder OS

Jake Tacher - Q1, 2025 Goals

Goal 1: Hit a $1M revenue month in Q1

🟩 Revenue Calculator
- ☐ 160k from Outbound (2 mastermind + 1 OS+)
- ☐ 600k from Inbound (we've hit 550k-590k **4 times** in 2024)
    - ☐ 100k from Manychat
- ☐ 345k from Upsells (15 upsells)

Plan:

- ☐ Focus on getting us to 15 qualified sales calls/day
    - ☐ 8/day from setters
    - ☐ 4/day from application
    - ☐ 2/day from manychat
        - ☐ +3/day from FSMs for Upsells
        - ☐ +1/day from outbound
- ☐ Focus on sales leadership & delegation to ensure quality control while also being free for high level projects
    - ☐ Zackarias
        - ☐ Sales Ops
        - ☐ Setters
        - ☐ Special projects
    - ☐ Enis to replace Ben Crabb
        - ☐ Closers
    - ☐ Jordan
        - ☐ Do deeper development within the team

Goal 2: 20 Upsells Per Month

Plan:

- ☐ Hire second Front End FSM
    - ○ 10 each

- ☐ Weekly training with:
    - ○ Call reviews
    - ○ Pipeline reviews
    - ○ Calendar reviews
    - ○ Metric reviews
- ☐ Have Zackarias help with the project analysis and constraint identification
- ☐ 10 set upsells ea/mo = 2.5/week

Goal 3: 150k per month in Revenue from Outbound

Plan:

- ☐ Finalize "assembly line" system for outbound with a VA and DM setter & Zackarias (20 new leads, 20 first lines, 20 first messages)
- ☐ Have Zackarias submit a weekly metrics report from outbound
    - ☐ First Messages sent
    - ☐ First message responses
    - ☐ First message PR
    - ☐ Booking links sent
    - ☐ Meetings booked
    - ☐ Meetings showed
    - ☐ Closes
    - ☐ Revenue

Goal 4: Each Setter booking 88 meetings per month

Plan:

- ☐ Consolidate setter team from 3 to 2 savages
- ☐ Support Zackarias in continuing call reviews
- ☐ Weekly audits on lead metrics that are important
    - ☐ Speed to lead times on applications
    - ☐ Low ticket purchasers dialed