

VISION

To make the Coach JC brands the go-to for Empowerment, Inspiration and Motivation for over 1 million people worldwide to WIN in life.

PURPOSE

To coach, inspire, motivate and empower people to BE THE BEST VERSION of themselves physically, mentally, emotionally, spiritually, relationally and financially so that they can WIN in life.

BIG IDEA

You deserve to WIN and anyone can WIN through Coach JC's 5 Pillars: FOCUS, FITNESS, FAMILY, FINANCES, FAITH.

STEP 1: BRAND PERSONALITY

COACH JC – WIN ALL DAY

Entrepreneur / Speaker / Author / Performance Coach
Branding & Social Media Expert



STEP 2: THE AUTHORITY

Authored 4 books to become a promotional vehicle for the Coach JC brands

STEP 3: PRODUCTS & SERVICES

Created Branded Products to add additional revenue streams to the Coach JC brands

Offers services of Life Coaching
Professional Speaking / Business Consulting
Athletic Development / Fitness Coaching





Win in 15 minutes! Sign up for your free performance coaching session!

[Schedule Your Call](#)

STEP 5: SOCIAL MEDIA

Created Coach JC Social Media Presence
Over 300k followers on social media & over
1 million views on YouTube



STEP 6: GIVE BACK

Created the Nonprofit Fit First Responders and FFRonline.tv to
give back, create awareness & to provide PR opportunities

STEP 7: COACH JC PODCAST

Created 3 podcasts: WIN ALL DAY w/Coach JC,
The Motivational Minute, &
FIT FOR DUTY. FIT FOR LIFE.



STEP 4: ONLINE PRESENCE

Created CoachJC.com and CoachJCblog.com

Google compliant & search engine
optimized websites & online sales funnels



STEP 8: SPEAKING

Coach JC has performed over 500 speaking
engagements to crowds of all sizes

Opened for Donald J. Trump which has led to Coach JC
being named "Trump's Hype Man"