

IT'S NOT THE MARKETS, IT'S MANAGEMENT

CONTROL WHAT DRIVES PROFIT



PICTURE THIS

- **IT'S 2018, AND IT'S BAD FOR JONAH**
- **MID 20'S, RUNNING 4K ACRES FOR 11 FAMILIES.**
- **LOSING MONEY EVERY HOUR HE WORKS...**

NO SLEEP, DISASTER PENDING

- **JONAH DIDN'T HAVE:**
 - **MENTOR**
 - **MANAGEMENT CAPABILITIES**
 - **EXECUTION**
 - **KNOW-HOW**

THE GAME HAS CHANGED

- **CAN'T GROW HIS WAY OUT OF THE PROBLEM, SO NOW WHAT?**
 - **PRICE DOESN'T MATTER, ELIMINATE AT ALL COSTS**
 - **'NICE TO HAVE' DOESN'T COUNT**
 - **NO MARIE KONDO HERE (SPARKED JOY)**
 - **FROM BIG TO LITTLE, THE FAMILY HEIRLOOMS ARE GONE**

IT CONTINUES



PRINCIPLES OF BUSINESS

1. HIRE SLOW, FIRE FAST

GRANT WIESE – FARM640

- **FARM RAISED IN NEBRASKA**
- **1,000'S OF FINANCIAL STATEMENTS**
- **5,000+ WEEKLY NEWSLETTER**

PRINCIPLES OF BUSINESS

1. HIRE SLOW, FIRE FAST

**ENCOURAGE GROWTH AND STRONG
FINANCES**

**KEEP OVERHEAD LOW, EVERYONE
OVERWORKED**

HIRE AT THE LAST POSSIBLE MOMENT

**THIS WORKS WITH PEOPLE, AND
EQUIPMENT OVERHEAD TOO**

TOP 5 PRIORITIES IN LIFE

#1 GOD

#2 FAMILY

#3 EXTENDED FAMILY

#4 FRIENDS AND COMMUNITY

#5 MY BUSINESS

LOYALTY

- **JONAH HAD THE RIGHT PRIORITIES**
- **IS YOUR FEED, SEED, AND CHEMICAL PROVIDER NAMED ON YOUR LIST?**
- **JONAH'S NEXT STEPS**
 - **3RD PARTY CHECKS**
 - **FOUND LACK OF LOYALTY**
 - **NO STONE LEFT UNTURNED, REAFFIRMING HIS PRIORITIES**

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2. LOYALTY

MAKE #1 YOUR #1

**YOU CAN BE LOYAL AND STILL DOUBLE
CHECK**

**YOU HAVE AN OBLIGATION TO RUN YOUR
BUSINESS WITH THE BEST MARGINS
AVAILABLE TO YOU**

JONAH'S 2019

- **\$2.98/BU FOR OTHERS**
- **FIRST EARNINGS IN 4 YEARS FOR HIM**
- **WASTE IS GONE, WHAT MORE IS THERE TO DO?**
- **FRUITS OF THE MIDNIGHT BRAINSTORMS**

CHASING A UNICORN

- **NOT=TRUCKS, CUSTOM OR SEED**
- **MORE=PAPERWORK, LAWYERS, APPLICATIONS, HEARINGS AND MONEY**
- **BREAKTHROUGH=BE THE GO-TO**

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3. INSANE VALUE

**SOMETHING NO-ONE ELSE WOULD DO
(HARD)**

**EVERYONE NEEDED HIM, EVEN IF THEY
DIDN'T KNOW IT YET (HALF THE
COUNTRY)**

HE NAMES HIS PRICE, THEY GLADLY PAY

SILENCE WAS THE KEY

- **CONTEMPLATING, THINKING, AND BRAINSTORMING**
- **GIVING THE BRAIN ROOM TO PROCESS WHAT YOU ALREADY KNOW**
- **3 MINUTES FOR YOUR 1 TAKEAWAY**

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CASH FLOW+

- 1. CASH FLOW STATEMENTS**
- 2. DECREASE EXPENSES**
- 3. IMPROVE INCOME**
- 4. MANAGE MARKETING**
- 5. DEBT STRUCTURE**

