

**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**

