

RICK BAUMAN

THE VERTICAL GROWTH NETWORK

Packaging Big Ideas helps business coach connect with his marketplace

Rick Bauman, the creator of **The Vertical Growth Network**, a coaching program for insurance brokers, says packaging his Big Ideas has helped him connect more effectively with his marketplace.

“We have a very successful coaching program, but we struggled for years to clearly explain what we do, and the benefits our program delivers,” Bauman says. “But by creating a simple graphic—*The Vertical Growth Model*—we distilled down exactly what it is that we do. Now we can explain our program more quickly and easily, and that helps us get more members.”

Bauman says packaging his concepts—both in words, stories, and graphics—makes it easier for his members to take full advantage of his advice. “Lots of coaches give advice, but we package our advice as concepts, with names, graphics, and exercises. This packaging helps our clients understand our concepts faster and easier, and then act on them right away. That’s one reason why our clients dramatically outperform other insurance brokers in their industry.”

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