

**New Desired Outcome:** Expand from 65,000 units sold to 120,000 units by Dec 31, 2025, while maintaining a gross margin above 65%.

**By When:** 12/31/2025

**How You Will Feel:**  
Proud, confident, secure

**The Why:** Enables expansion of Ambassadors  
Builds national school partnerships  
Funds R&D for next skill-building toys

**The Learning:** We balance growth and profitability

**The Gift:** We scale systems – not hustle!

THE  
BRIDGE

**Actions & Behaviors**

PR & Influencer Campaign  
  
Launch loyalty programs for repeat schools and families.  
  
Invest in SEO, Cart recovery, and bundles  
  
Develop tracking dashboard for converting partnerships and ambassadors  
  
Hire new sales lead to focus on Parent Ambassadors  
  
Hire new school district partnership sales lead  
  
Install weekly and daily sales huddles

**Results & Outcomes**

Q4 – 120K units sold + school partnerships to 80 + Ambassadors to 250  
  
Q3 – 100K units sold + school partnerships to 60 + Ambassadors to 200  
  
Q2 – 90K units sold + School Partnerships to 50 + Ambassadors to 175  
  
Q1 – 80K units sold + School Partnerships to 40 + Ambassadors to 150

**Skills, Aptitudes & Competencies**

Product launch + cross-sell strategy  
  
Managing distributor relationships at scale  
  
Training Ambassadors in digital/social selling  
  
Funnel conversion measurement (opt-ins to sales)

**Systems & Resources**

Seasonal bundles + skill-builder add-ons  
  
Automated cart abandonment email / SMS  
  
Gamified fundraising app  
  
CRM for tracking Ambassadors + School Relationship

**Thoughts & Beliefs**

**Empowered Perspectives & Truths**  
  
Fundraisers and Ambassadors are our community engine!  
  
Every shoelace we sell builds a child's confidence and our company's future.  
  
We will never reach break-even; it's too far.  
  
We don't have enough money to expand.  
  
I don't have time to manage ambassadors well.  
  
**Limiting Thoughts & Beliefs**

**Treasured Gifts & Possibilities**  
  
Change creates growth.  
  
We have everything we need to take the next step.  
  
Make the next outreach and we succeed!  
  
Fear of over-extending (too many schools, not enough support)  
  
Resistance to raising prices ("school won't pay more")  
  
**Fears & Resistance**

**Resourcefulness & Abundance**  
  
Our Ambassadors are passionate moms—we just need to equip them.  
  
Our fundraiser model scales with little extra cost.  
  
Every new district creates exponential reach.  
  
It's too hard to manage all these channels.  
  
We can't invest in tech right now.  
  
**Excuses & Rationalizations**

**Choice & Freedom**  
  
We can out-innovate big brands with heart and community.  
  
We choose high-ROI channels that fit our values.  
  
We build prosperity for families and schools together.  
  
Big toy brands dominate the shelves.  
  
We don't have the budget for ads.  
  
**Victimhood & Blame**

**Love**  
  
Generous  
Prosperous  
Flourishing  
Confident  
Creative  
Gritty  
Resilient  
  
Scattered  
Anxious  
Tired  
Spread Thin  
Overwhelmed  
Doubtful  
Worried  
  
**Fear**

**Current Situation**

65,000 shoelaces sold in the last 12 months | Gross margin ~65% | Heavy reliance on fundraisers and ambassadors (50,000 units combined) | Founder feels pulled between running operations and dreaming big.

**Negative Feelings**

Tired, Spread Thin, Anxious, Worried