

ebook



**BUILT TO
SCALE**

*Get More TIME!
Make More MONEY.
...with More Sanity
and Success!*



Welcome...



I'm Jen Lehner, founder of the Front Row VIP Mastermind and the Front Row CEO System.

First, let me congratulate you, because the simple fact that you're here reading this book right now tells me that you're ready to take a big step forward and **show up in your business as the CEO** that you set out to be!

Maybe you're reading this because you're tired of spinning your wheels to get traction OR...

Maybe your business is doing really well, but the *12 hour days aren't sustainable* and you realize that you can't burn out AND breakthrough to the next level at the same time.

Either way, I know you're reading this because you're ready to **make a bigger impact** and **create some space in your life**.

I know you're ready to let go of the stuff you HATE doing- and do more of the stuff you love to do...

And I also know that this book is going to be **SO powerful for you**, because it's designed FOR you...

For EXACTLY where you are right now.

Jen Lehner

STRATEGY + SUPPORT + ACTION = SUCCESS



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Meet Jen...

I was born in Statesville, North Carolina, but I never stayed in any one state or country for longer than a year or two. I never minded moving around, because each move felt like a new adventure, and **I jumped right in.**

I always thought my adult life would be different. That I'd plant some roots, and stay put. But I married a guy whose career has taken us on one great adventure after the next, landing us to Charleston, Seattle, Toronto, Myrtle Beach, Mississippi, and Cleveland all before our oldest son was 9 years old.

During each of those transitions, I used technology to make the most of everything: from the actual move, to finding community resources, and even arranging playdates for my kids. I volunteered a lot, and always found myself in the role of a communications person, building websites, coordinating email campaigns, designing and branding social media marketing strategies.

Technology allowed me to put down an anchor no matter where I was. When my youngest child started kindergarten, I decided to use my digital skills and combine them with my marketing skills from my years in non-profits and fundraising and start **The Posner Lehner Group, LLC.**, a marketing agency.

This has allowed me to work with **amazing clients**, large and small, as a partner and trusted advisor in helping them solve their marketing challenges. Word spread, and I was soon at capacity.

Turning people away is not something I enjoyed, and it was completely frustrating to me that this had to be the case.

This is when I launched **Jen Lehner Media, LLC.**

Now I am able to help more clients by offering *online courses, group training courses online, and one-on-one coaching sessions*. I love to teach and enjoy my role as adjunct professor of digital marketing at Cleveland State University. I love being able to break things down for people in a way that is SIMPLE to understand.

My goal is to help you **achieve your goal as quickly and as simply as possible**. I'm not a big fan of fluff and hype.



Jen Lehner

Founder and CEO of
Jeh Lehner.com &
Creator of Front Row
CEO

FREE MASTERCLASS

3 Secrets to Scaling your Business & Building Your Dream Team

Get More Time, Make More Money
- with More Sanity and Success!



HERE'S WHAT ELSE YOU'LL LEARN...

- ✓ The #1 lever you can pull in your how to step into the role of being the visionary, leader and **CEO of your business**– so that you can finally experience the *freedom* you've been seeking all this time.
- ✓ The **EXACT processes and frameworks** you need to **scale** your business.
- ✓ Two **POWERFUL exercises** that'll take you from stuck and overwhelmed to having a **clear path forward** to grow your business and build a dream team.

YES! RESERVE MY SPOT!



I love this!!! Your framework makes it all look so simple to find and teach a VA. I so need someone to do all of the social media, organization of everything behind the scenes and the tech stuff so that I can get total clarity and scale my business to where it should be.

JULIE CONNOLLY

Ah-mazing, just what I need right now. I am on catch-up but all up to speed now. My husband, literally 2 days ago, called me out on procrastalearning so he'll be very happy to learn there's a term for it in this group 😂 So yesterday I finally hired a VA. The bit holding me back definitely concerned about not having enough tasks for them to d. Well I have plenty now! Thank you 🙏

CLAIRE JOY



YES! RESERVE MY SPOT!



The 3 Important Trends

We first have to talk about something that's critically important, and if you don't pay attention to this, you are basically guaranteed to stay stuck exactly where you are.

There are three really important trends happening all around us right now:

The first one is that the world has never seen **an explosion of entrepreneurship** like we're seeing right now and that's awesome.

But what's not so awesome is that there is a correlation of a second trend, which is an **increase in anxiety and depression and burnout amongst entrepreneurs**, and the only way to make sure that the first trend doesn't turn into the second trend is a third trend...

...And that is the **growth of a massive, global, educated, skilled workforce**.

Think about an entrepreneur who you admire, whose really crushing it. *Do they have help?* Of course they have help and here's the thing. Before you go, oh Jen, they have help because they're successful.

Actually, no, most of these entrepreneurs understood early on that **in order to be successful, they needed help**, so they did it sooner rather than later.

And what you're going to understand is that no matter where you are in your business right now, whether you're just starting or you've been at it for a while, this is **completely doable and possible for you**.

We're all ambitious, smart, driven people right?

So why is this piece of the puzzle so HARD to figure out?

The Visionary Paradox



Well, it's what I call the **Visionary Paradox...**

If you're anything like I was or most of my students and my clients are when they first connect with me, the honeymoon phase of your business has faded and you're faced with the stark reality that **this isn't exactly everything you thought it was going to be.**

You started your business because **you have a passion** for what you're doing, whether you're a coach, or an artist.

But, suddenly, you realize you're only spending about 30% of your time being the "expert" at your craft, because there's all these other tasks you have to do, like...

Emails to write, funnels to create, webinars to set up, Facebook ads to run, social media promotion, invoicing, customer support, and the list goes on and on.

You end up **spinning your wheels** trying to learn new tech skills, or tracking down the passwords to that software you purchased ages ago but still haven't had time to use.

You're doing all this "stuff" which means there's no time left for you to do that thing that you went in the business to do, the whole point of having a business, right?

And we've all had days like these, but the problem is when those days turn into weeks and the weeks turn into months and **it's just not sustainable to run a business that way.**

It's a tormenting cycle that you're in and I know it all too well because I lived it myself.

For my first two years in business, I was a solopreneur doing everything myself. And the thing is, I was good at all of those things.

I was good at tech, and social media and all of that. So most of the things I could do myself.

And then I realized I was absolutely **stuck inside my business.**

I was gaining very little traction. *I mean, how could I?*

[**Discover the 3 Secrets to Scaling your business>>**](#)



SECTION ONE

SYSTEMS to "SCALE"

*Leverage Your Time and Productivity and Focus
on your Highest Value Tasks*

When you're deep inside your business, it is really easy to lose sight of the big picture. Habits set in, or worse, nothing takes root.

No two days are the same, no two weeks look the same, but the truth is entrepreneurs tend to be resourceful.

We'll find a way.

”

Successful
CEO's create
systems to
scale.

You question every decision and you see other people making more progress than you, it gets rough.

Eventually, reality sets in and you have to face the fact that **you are short changing yourself**, and you eventually come to the understand that to be successful, you can't be bogged down in tasks that should be automated, delegated or deleted.

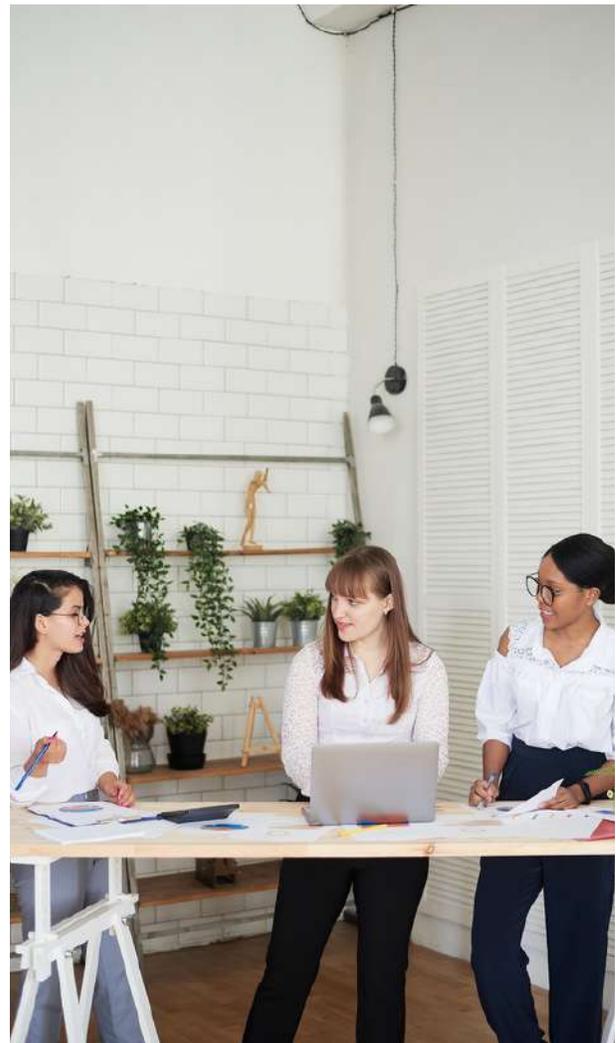
To continue this way is not aligned with **the vision** that you set for yourself and your business.

But the fact of the matter is, busy work with an endless to do list is a vicious cycle that leads to:

→ **demotivation** which leads to,
→lack of energy and passion which
→causes burnout, which ultimately
→ **stalls or halts results *entirely***

If you allow this to cycle to become your reality, you'll never be the CEO in your business.

Those are the darkest days of entrepreneurship, when you wonder *why the heck you're even doing this.*



Secret #1: Systems to Scale



Create systems that leverage your time & focus on your highest value tasks.

You've probably noticed that people throw the word scale around left and right, and there's all sorts of advice out there.

For example: *grow your email list* or *make more sales calls* to scale your business. And, none of this is bad advice, or untrue.

However, if you don't insist on building your business based on a **foundation of systems and support**, it's like trying to build a skyscraper on quicksand, it's just not gonna work.

The first and most important systems to create are the ones that **leverage your time and productivity**, so that your focus is on your **highest value tasks**.

And you do this consistently, every day, without fail.

How do you do that? Well, first you have to **take inventory** on the tasks you're actually doing each day.

Turn to the next page and I'll show you exactly how to do that.

[Discover the systems you NEED in order to scale your business, now!](#)

Need help?
Join the FREE
Masterclass to see this
exercise in action

CLICK HERE

The Eisenhower Matrix



The first tool I want to share with you is the **Eisenhower Matrix**. This simple little framework is oh so powerful.

This was made popular by Stephen Covey back in the '80s, but actually it was President Eisenhower who thought up this genius little framework!

You'll find a copy of The Eisenhower Matrix in just a few pages.

There are 4 quadrants:

1. Important and Urgent
2. Important and Not Urgent
3. Not Important and Urgent
4. Not Important and Not Urgent

Let's take a closer look at either of these quadrants.

Quadrant #1: Important and Urgent

These are tasks you HAVE to do right away. You don't really have a choice, right? BUT...that's actually not true!

The place where you want to start is Quadrant #2: Important and Not Urgent!

This is what I call **the CEO zone**, and this is where you'll do most of your revenue producing work.

It's where you want to spend most of your time to truly **move the needle in your businesses**.

And, if you're unsure about what kind of activities belong here, I've got some examples for you...

Quadrant #2: Important & Not Urgent - The CEO-Zone

Any tasks/activities where you're: *planning, goal-setting, learning, relationship building, exercising, performing self-care, outlining new marketing campaigns, sales calls, creating systems, financial planning, team meetings, writing a webinar, writing your book...*

All of those are CEO-level tasks.

Now onto the next quadrant:

Quadrant #3: Not Important and Urgent

This is what I like to call the Delegate or Automate Zone. It's where ALL the i interruptions happen.

Things like: *phone calls, text messages, customer questions, customer service questions, social media posts, show notes, inbox management, newsletters*, and about 8,000 other things.

The good news? We can delegate or automate just about anything in this zone! In fact...

"The more things that we move into the Delegate and Automate Zone, the more time we get to spend in the CEO-Zone."

Quadrant #4: Not Important and Not Urgent

It's best to delete these from your task list completely. Things like: *scrolling social media aimlessly and "procrastilearning"*.

I love this term, *procrastilearning*. (Hat tip to Miriam Schulman at schulmanart.com for this little gem) Procrastilearning is when we take course after course, or watching video after video on how to do "things" and then never really implementing those "things" in your business or life.

You'll see that learning is in the CEO-Zone, but that's the kind of learning where you sit down, you make it a point to improve your skills by learning something new AND you implement what you learn.

"Procrastilearning" is something different and a **time-waster**.

Other things that belong in this category would be: *making meaningless tweaks to your website, to your social media platforms, creating new images, changing branding on a whim...*

All the stuff that makes you feel busy, but really you're not moving the needle at all, **you're not making any real and impactful changes**.

The Eisenhower Matrix



Eisenhower Matrix

Now that you know more about The Eisenhower Matrix, it's time to fill this out with your tasks and activities.

Put each task/activity from your to-do list into the relevant quadrant where you think each of your tasks belong.

Then, take those tasks and put a little check mark in the correlating column whether it's an N for now, an X for delete, CEO (for CEO-Zone tasks), or D/A (Delegate-Automate Zone).

URGENT

NOT URGENT

N=Now

CEO=Revenue-producing

IMPORTANT

1

Urgent and important

<input type="checkbox"/>

2

Not urgent, but important

<input type="checkbox"/>

D/A=Delegate or automate

X=Delete

NOT IMPORTANT

3

Urgent, but less important

<input type="checkbox"/>

4

Neither urgent nor important

<input type="checkbox"/>



Solopreneur Report Card

You've completed your Eisenhower Matrix, so let's look at our next tool; **The Solopreneur Report Card**.

Now that you've taken inventory, and categorized your tasks, it's time to understand the **VALUE** of your daily tasks.

When I say "Value" I mean:

- The Value of your time spent working on the task
- Value in terms of revenue generated by the task
- Value in terms of Opportunity costs associated with prioritizing one task over another

By assigning values to your tasks, you'll see exactly what you should **STOP doing** and what you **should be doing MORE of**.

And it makes sense because numbers are the language of business, right?

So let's work with some hard numbers here...

The first place to start is at the bottom with the daily target - this is where you'll **determine your daily target monetary goal**.

To come up with this, look at your revenue goal for the year or the quarter, whichever you prefer.

Then, get out your calendar and cross out all the days that you know you don't want to work.

Whether it's vacation time, holidays, or maybe you want off every Friday...whatever it is, once you've crossed those days off, you'll be left with the **number of days that you're actually going to be working**.

You'll then **divide your annual or quarterly goal** by the **number of days that you'll actually be working**, and that will give you the **daily target**.

Annual Goal/# of days working = Daily Target

So, if you're annual goal is \$100,000, and you plan to work 200 days, your daily target is: **\$500.00**

Solopreneur Report Card



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Annual Goal/# of days working = Daily Target

So, if you're annual goal is \$100,000, and you plan to work 200 days, your daily target is: **\$500.00**

Now that we know your daily target is \$500, let's fill out the Solopreneur Report Card. For this example, we're assuming it's for a new business owner.

You'll find the Report Card a few pages ahead and on it, you'll notice that it has columns with different dollar amounts.

\$10, \$25, \$100, and \$1,000

The goal here is to look at all of your tasks and assign monetary value to each one of them.

This exercise will show you exactly how you spend your time, and how this directly affects the bottom line in your business.

Here's an example to help you complete your very own Solopreneur Report Card.

Let's look at a task list from work that was done yesterday.

For this example, we'll say the work done was: *creating Canva graphics, sending out a newsletter and updating a membership site*. Let's add those tasks to the **\$10** column.

For the **\$25 column**, we'll say no tasks were done that have a value of \$25.

For the **\$100 column**, let's add copywriting for an email series. Copywriting can certainly be more expensive, but this is a good value for our example.

And then there's the **\$1,000 column...**

I know that's a BIG number, but these are HIGH-VALUE, CEO-Level tasks, so they're worth A LOT!

Tasks that fit into this column include: *securing a new JV deal, conducting a Livestream training, recording videos for a new course product and mapping out a new marketing campaign*.

Ok, now we have all of our tasks listed out and monetary values assigned to each one. So, let's now calculate how long it took us to complete each of these tasks.

Solopreneur Report Card





Solopreneur Report Card

Here's how long each \$10 task took to complete:

- Creating Canva graphics: 1 hour
- Sending Out a Newsletter: 2 hours
- Updating Membership Site: 1 hour

Total Hours: 4 hours @ \$10 = **\$40**

Here's how long each \$100 task took to complete:

- Copywriting task: 1 hour

Total Hours: 1 hour @ \$100 = **\$100**

Here's how long each \$1,000 task took to complete:

- Securing a new JV Deal: 2 hours
- Conducting a Livestream Training: 1 hour
- Recording videos for a new Course Product: 2 hours
- Mapping out a new Marketing Campaign: 1 hour

Total Hours: 6 hours @ \$1,000 = **\$6,000**

When you total up all three of these sections you'll get: **\$6,140.**

And as a reminder, the daily target was \$500!

Now, did I actually pull in \$6,140 that day? No, of course I didn't.

But what should be jumping off the screen for you is that **when you spend a lot of time on the \$1,000 (CEO-Zone), highly leveraged, high value tasks, then you're planting seeds that are going to grow.**

In the end, I bet this is gonna be worth a lot more than \$6,000.

Because that JV deal that is a really lucrative deal. And the course can bring in \$50,000 or \$100,000, and that's obviously worth a lot more than \$6,000!

So, it's not unreasonable. And watch what happens next...

What if instead of spending two hours on the newsletter, you spent that same 2 hours on a CEO-Zone task?

You saved 2 hours AND \$2,000!

This makes it clear: the time we spend has value, and that value is not the same across the board.

That value is determined by EXACTLY what we're working on.

”

You need
\$1,000 days in
your business!

When you start putting in \$1,000/hour days, watch how fast you'll see the exponential benefit of that time.

If you're still saying, I don't buy it, I promise you, do these hours every week and it won't be a matter of faith, it'll be a matter of fact.

You need more \$1,000/hour days and less \$10 hour/days.

And the only thing keeping you from getting there...**someone to take over those \$10 an hour tasks**

Now, when you get to the part about \$1,000 an hour tasks, many business-owners tell me that they don't think they're doing anything "worth" that.

But you have to take a leap of faith, because this is where I see **people have the biggest shift.**

The reason that you're not buying it is because *you just don't have enough \$1,000 an hour days in your business.*

You're spending 15 minutes here and there and fitting stuff in when you have time. That's why you have the business that you have.



EXAMPLE:

Solopreneur Report Card:

Here's a completed version of the Solopreneur Report Card. Use this as a guide for completing your very own Solopreneur Report Card.

You'll find a blank one ready for you to complete on the next page.

\$10	\$25	\$100	\$1,000
List of activities and time spent <ul style="list-style-type: none"> • Creating Canva graphics - 1 hr • Sending out a newsletter - 2 hrs. • Updating a membership site - 1 hr. 	List of activities and time spent <ul style="list-style-type: none"> • No tasks 	List of activities and time spent <ul style="list-style-type: none"> • Copywriting 	List of activities and time spent <ul style="list-style-type: none"> • Securing a new JV Deal • Conducting a Livestream Training • Recording videos for a new course • Mapping out a new Marketing Campaign
Total Hours 4 hours	Total Hours 0 Hours	Total Hours 1 hours	Total Hours 6 hours
Total Value of Activities 4 x \$10 = \$40	Total Value of Activities 0 x 0 = \$0	Total Value of Activities 1 x \$100 = \$100	Total Value of Activities 6 x \$1,000 = \$6,000

Daily Target: \$ 500.00

Actual: \$ 6,140.00

WORKSHEET:

Solopreneur Report Card:

Take a moment and think about your day yesterday (or this past week), and **fill-out the Solopreneur Report Card** below to discover your daily target and see where you're spending your time in your business.

Are you in the CEO-Zone?!

\$10	\$25	\$100	\$1,000
List of activities and time spent			
Total Hours	Total Hours	Total Hours	Total Hours
Total Value of Activities			

Daily Target: \$ _____

Actual: \$ _____



SECTION TWO

SUPPORT
to "SCALE"

*Leverage a Dream Team of Others to
Support You in Your Business*

Secret #2: Support to Scale



*A team helps you
be the visionary
in your business.*

Leveraging a team allows us to be the **visionaries in our business** that we set out to be.

If you've ever thought about what goes into building a team if you haven't done it before - it seems like a daunting process.

There are a lot of things to consider.

When you decided to become an entrepreneur, you made the decision that you wouldn't depend on anyone for your financial success.

And so bringing on someone to help you probably feels a little weird.

But think about it like this...if you're just self employed without a team, yes, you are the owner of your business, but **YOU ARE ALSO THE STAFF**. And **you can't grow**. Simple as that.

To become a successful CEO, you need systems **AND** support it's not one or the other...

You absolutely need BOTH.

The Four Myths

What I've found is that there are usually 4 myths that people tell themselves that keep them from moving forward with hiring support for their business, and in one way or another- they are all a symptom of feeling "not ready yet."

And by not ready, I think they mean not having a "big enough" business.

They tell themselves they just don't have things running along smoothly enough yet to justify hiring someone.

It's sort of the same way we clean up the house before the housekeeper arrives, right?

We keep thinking: "Once I get things sorted and organized I'll hire someone."

Or we just think our business is all in our head...how do we get it out of our head and into someone else's?

The Four Myths Solopreneurs tell themselves are:

#1 No time to hire and train, or maybe you worked with a team before and they and you had to start over again. Or, perhaps you justify it by saying ugh - may as well do it myself.

#2 Can't afford it. You "think" it's too expensive to hire someone, but it can actually cost you a lot more to NOT hire a team!

#3 Lack of technical skills. There are so many things I need done, but I don't know how to do them, so how would I train someone?

#4 Don't know what to delegate. I'm not sure what tasks I can hand-over to a VA, I have a huge to do list but not sure which tasks VA's can help with.



Meet Neeca...

When I hired my first VA, Neeca, who is still with me today, 6 years later, I was barely breaking even in my business.

I just could not get ahead.

There were many months where I wasn't even breaking even, I was in the red.

Ultimately, **hiring Neeca was the first step in my own transformation from Solopreneur to CEO**— and this step was the turning point that completely changed my business forever.

Whatever your limiting belief might be, here are some cold, hard facts.

FACT: Adding a VA to your business can **free up 30%-50% OR more of your time** - so you can focus on growing and scaling –instead of just flailing.

FACT: With the addition of a VA, **your business can 2x-3x revenue** more rapidly than any other single investment you can make.

FACT: Time and money are equally crucial and necessary investments to make.

There's just as much cost associated with NOT having enough time as there is not having enough money...

FACT: When you're able to **invest more TIME** in your business (especially by focusing on your highest revenue generating tasks - everyday, consistently) it will **ALWAYS yield MORE MONEY.**

So instead of asking *"Can I afford this?"* A better question to ask is...

"Can I Afford NOT to?"

Because FACT: You can't.



Neeca
My Right Hand!



SECTION THREE

Streamline to "SCALE"

*Leverage Proven Frameworks and Systems to
Streamline Your Business*

Secret #3: Streamline to Scale



*Systems can put
your business on
auto-pilot!*

The third thing that's absolutely critical in tying this all together is... **streamlining to scale.**

Streamlining is when you use **proven frameworks** for everything in your business - from operations (hiring and onboarding) to task delegation - to content planning and content creation and a bunch of other things I'll get to in just a bit.

When you streamline your systems and processes - it's like igniting the engine of a machine that can **run on autopilot.**

The moment you combine those three key components; **systems + support & streamlining...**

That's the moment you can confidently say that you have a business that you own... instead of a business that owns you.

THAT is the true definition of what it means to be a **Front Row CEO.**

And that's exactly [why I created Front Row CEO.](#)

FRONT ROW



C·E·O

What is Front Row CEO, Exactly?

It's the only implementation program of its kind that not only shows you how to [*hire, train and manage a virtual assistant*](#), but also how to leverage your new VA to implement and execute these systems inside your business *for* you.

HERE'S HOW IT WORKS:

We start by focusing on **setting up your initial standard operating procedures** (which, by the way, is so much easier than you think - even if your business is completely disorganized.)

Then, we'll focus on **building your team**.

I'll walk you step-by-step through my signature system of finding the perfect Virtual Assistant - and by that I mean a trustworthy VA who's affordable and aligned with your vision - and has the right skill set for YOUR business.

I'll show you how your VA can help with tasks like:

- Compiling and sending out newsletters
- Managing your social media channels and creating posts and engaging on your behalf.
- Creating marketing graphics
- Promoting and editing your podcast
- Writing and posting blog content.
- Updating your website
- Creating sales and optin pages.
- Setting up and scheduling emails.
- Creating lead magnets
- Brainstorming marketing and promotional ideas
- And so much more!

How Front Row CEO Works...

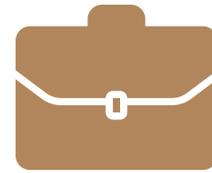
You become a Front Row CEO over the course of 4 weeks (*or less!*) and by the end of that time you will have:



Hired Your VA



Onboarded Your VA



**Put Impactful Systems
in Place**

Now, if you're like me, when I hear 4 weeks, "*I'm out!*"

What I will tell you is that we've had people at the end of **two weeks** who are already vetting or have already hired their first VA.

But we recommend 4 weeks to allow you to methodically and intentionally implement the hiring framework.

Just imagine, [in 4 short weeks \(or less!\) you can finally become the CEO you're meant to be!](#)



Here's What's Included in Front Row CEO:

4 STEP SYSTEM & SUPPORT



01 4 Live 90 Minute Support Calls or "Board Meetings" with me
Direct access to me to guide you throughout this program. I'll answer each and every one of your questions.

02 4-Part Virtual Training Program
Modules to help you hire, onboard and train your VA so you can put your business on autopilot.

03 Operational Templates, Checklists, and Flowcharts
Everything you need to "swipe and deploy" in your own business. It took me hundreds of hours to create these – so imagine all the time it will save you!

04 Private Support Community
This is where you can ask questions and get feedback from me, my team and your fellow Front Row CEOs.



LEARN MORE HERE

#1: Live 90-Minute Support Calls



Here are all the ways we support you in scaling your business and building your dream team with Front Row CEO.

#1: Four Live 90-Minute Support Calls or "Board Meetings" with me!

We don't just stick you in front of some videos.

You'll have **direct access to me** to guide you throughout this program.

As an expert in hiring and training VAs, I've yet to come across a problem I couldn't help solve.

[I'll answer each and every one of your questions.](#)

If you can't show up live for the calls, you can submit your question in advance, and I'll answer it.



#2: Four Part Virtual Training Program



#2 Four Part Virtual Training Program

You'll also get access to a 4-part Virtual Training Program that contains:



01
Laying the
Groundwork

This is where you'll learn how to **create systems**, how to select the perfect **project management platform** for YOUR business, how to set yourself up for success and *much more*.



02
Hiring

Everything you need to hire your first VA. Including: how to **create your first job post**, a simple process to **evaluate applicants**, templates for holding **interviews**, the system to hold a **paid trial week**, a never-ending **task list for your VA** and *more too!*



03
Onboarding &
Managing

How to easily **onboard your VA** and set them up for success, how to make magic with your VA, **templates and systems** to review your VA, the **VA salary model** and *more!*



04
The Systems

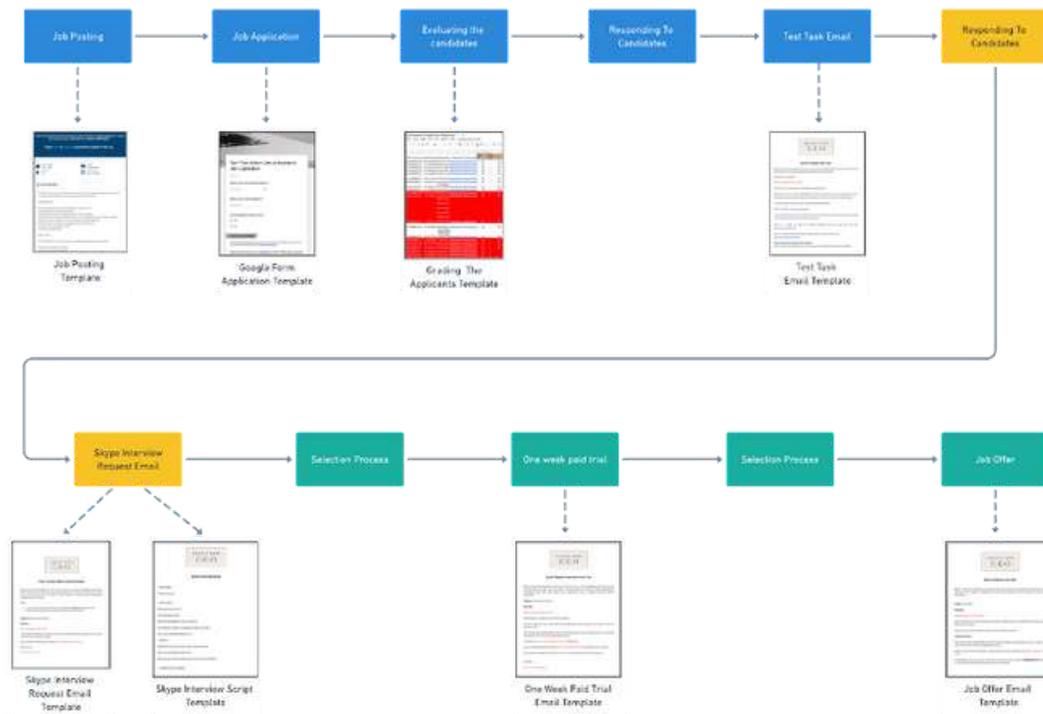
Learn why systems are so important, and discover the **exact systems I use in my own business** with my VA's so you **know what to do from Day One** with your new VA.

#3: Templates, Checklists & More!

#3: Operational Frameworks, Templates, Checklists, Flowcharts & Copy!

Every single thing you need to swipe and deploy in your own business!

For example - here's a framework for the hiring process.



And, to go along with the framework, you'll also get **templates**.

That's right, for each step in each process, you'll get a [done-for-you template](#) to go with it.

It took me literally hundreds of hours to create these so ***imagine all the time it's going to save you.***

#4: Support & Community



In addition to the live coaching, the training modules, the templates and frameworks, you'll also be invited to join our:

#4 Private Support Community

This is where you can ask questions and get feedback from me, my team and your fellow Front Row CEOs.

This alone is [worth its weight in gold!](#)

You'll be surrounded by supportive business-owners, just like you who are on the same journey to become a true CEO in their business. Some of our members have created business partnerships and even formed life-long friendships!



SECTION FOUR

BONUSES!

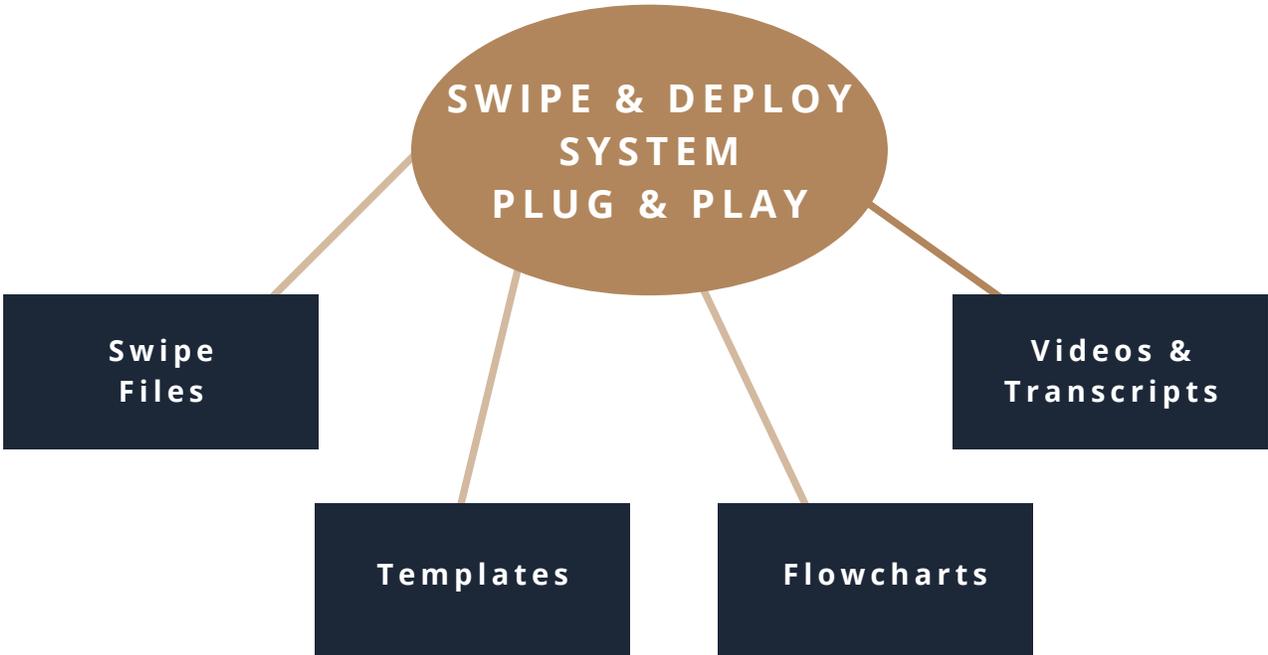
Enjoy these FREE Bonuses when you join Front Row CEO.

Front Row CEO Bonuses

in addition to the complete **Front Row CEO SYSTEM**, when you join, you'll also receive some **AMAZING FREE Bonus Gifts!**

Bonus #1: Steal My Systems Power Pack: (Value: \$997)

Tutorials and templates for all of the micro-systems I use in my own business including: Project Planning, Live Streaming, New Member Onboarding, Inbox Management, Podcast Production, YouTube Production. These will have you and your new VA [powering through processes](#).



Front Row CEO Bonuses

Bonus #2: Content Planning System (Value: \$97)

A **complete content creation system** that will allow you to create **3 months of strategic content** for your business in **less than 2 hours!**

This bonus is **only available if you [pay in full today](#)**.

When you do, you'll ALSO get a **deluxe custom hard copy Front Row CEO Content Planner, sent directly to your mailbox!**



This is the **exact system I use** to create strategic content in my own business and I have taught this system to hundreds of entrepreneurs just like you.

But this is a pay-in-full bonus when you join today.

Bonus #3: Course Updates for life (Value: \$497)

You will always have access to the **newest version** of the Front Row CEO program and access to all of the **newest Board Meeting replays**.

But it doesn't stop there, we'll also support your VA with everything they need to succeed in your business, too- here's a Mic Drop Bonus - just for you:

Front Row CEO "Mic Drop" Bonuses

**"Mic Drop" Bonus: Front Row VA + Office Hours
(Value: \$1,997)**

FRONT ROW VA PROGRAM

You'll get **FREE** access to my signature course ["Front Row VA"](#) to give to your new VA. This course is filled with common onboarding trainings that a VA needs to get started.

In addition to tech trainings, there are some really rich in-depth trainings that cover some tough topics that you might not want to talk about with your VA, so we've done the "hard" work for you.

Some of the topics included in "Front Row VA" are:

- How to build a **trusting relationship** with your client.
- The importance of ownership and **accountability**.
- Best practices for **clear communication**.
- How to be **resourceful**.
- **Google Drive tutorials:** everything your VA needs to know about Google Drive including how to use forms, create and manage calendars, develop and use email templates and tons more!
- **LastPass tutorials:** exactly how to share passwords so your data is always safe and secure.
- **Trello tutorials:** how to use Trello to keep you organized so you and your VA will never miss a due date!
- ***Plus, so much more!***



FRONT ROW VA

[FREE onboarding training](#) for your VA that includes in-depth trainings like: how to build trust and be resourceful, how to use apps like Google Drive and more too!

On-boarding success trainings on how to communicate, building trust and more!

VA interview series for your VA to learn about growth, resolving errors and more!

How to set-up Trello as your project management system so you never miss a deadline again!

Your VA will learn to set-up & organize your Google Docs, including sharing calendars, forms and more!

Front Row CEO "Mic Drop" Bonuses

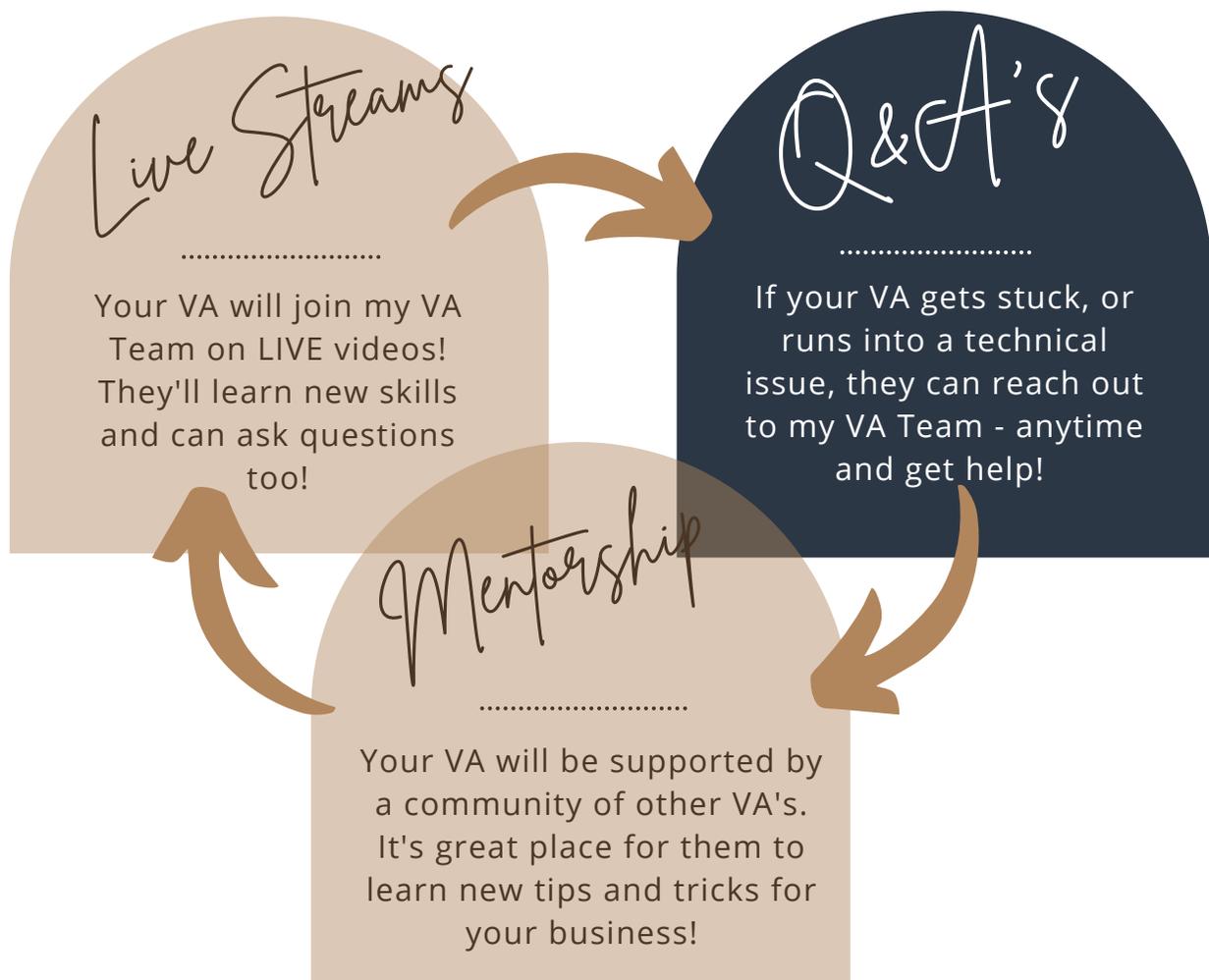
"Mic Drop" Bonuses: Front Row VA + Office Hours (Value: \$1,997)

Office Hours for your VA

I love this bonus because it was created by my VA, Neeca.

After you find your "perfect match" VA, he or she will be invited into our [brand new VA Leadership Mentorship Community](#) for three months.

This is a support group specifically for your VA, where they can ask questions from my own rockstar team of Virtual Assistants who will host regular livestreams, Q&A's, and impromptu trainings, all **aimed at up-leveling YOUR business.**





SECTION FIVE

RECAP

*Here's a recap of everything included in
Front Row CEO...*

Here's A Reminder of EVERYTHING
You Get with Front Row CEO:

4 STEP SYSTEM & SUPPORT

The logo for Front Row CEO is a circular emblem. It features the text "FRONT ROW CEO" around the perimeter. In the center, the letters "FR" are prominently displayed in a stylized, serif font.

01 4 Live 90 Minute Support Calls or "Board Meetings" with me
Direct access to me to guide you throughout this program. I'll answer each and every one of your questions.

02 4-Part Virtual Training Program
Modules to help you hire, onboard and train your VA so you can put your business on autopilot.

03 Operational Templates, Checklists, and Flowcharts
Everything you need to "swipe and deploy" in your own business. It took me hundreds of hours to create these – so imagine all the time it will save you!

04 Private Support Community
This is where you can ask questions and get feedback from me, my team and your fellow Front Row CEOs.



PLUS, THESE FREE BONUSES!

BONUS #1

VALUE: \$997

Steal My Systems Power Pack:

[Tutorials and templates](#) for all of the micro-systems I use in my own business.

BONUS #2

VALUE: \$97

Content Planning System:

A complete [content creation system](#) that will allow you to create 3 months worth of strategic content for your business in less than 2 hours!

BONUS #3

VALUE: \$497

Course Updates for Life:

Access to the [newest version](#) of the Front Row CEO program and access to all of the newest Board Meeting replays.

And, you'll also get these...



Mic Drop Bonuses

**TOTAL VALUE:
\$1,997!**

Front Row VA

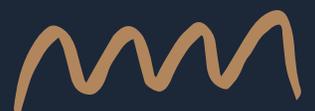
- Onboarding
- Tech trainings
- Communication
- *And more!*

VA Office Hours

- Live Streams
- Support
- Community
- *And more!*



LEARN MORE HERE



The total value of Front Row CEO and the bonuses is **\$6,585**

Front Row CEO gets results and it saves you time but you do have some options...

FRONT ROW CEO PAYMENT OPTIONS



OPTION #1

Pay-in-Full

\$1,997

When you pay-in-full, you'll ALSO get a deluxe custom **hard copy Front Row CEO Content Planner**, sent directly to your mailbox!

**PAY IN FULL +
CONTENT PLANNER**

OPTION #2

2-Payments

\$1,097

Need a payment plan?

We've made it super easy for you, choose the **2-payment option** so you can spread the cost over 2 months.

PAYMENT PLAN

RISK-FREE GUARANTEE

Once you join, I've got your back, and I'll walk you through every single step of this turnkey process.

If you follow what I show you, you'll get there - ***and in 30 days or less!***

That's why Front Row CEO is backed by...



My 30-Day 100% Money Back Guarantee

You can [try the course today](#), and if you later decide it's not a good fit, just email our support team and we'll issue you a prompt refund.



WHY YOU'RE HERE..

You read this book because:

#1

You know you need to take that next step of hiring a VA but **you are scared**. OR...

#2

You feel stuck, you are either so busy with clients and customers you've hit a ceiling, or you've not quite been able to get liftoff and aren't really making that much money. OR...

#3

You want to show up as the CEO in your business. You are ready to scale things up and see your vision become a reality.

FRONT ROW



C·E·O

YOUR NEXT STEPS

So, you have two options:

#1

You **stay where you are**. You continue to do everything in your business. And by the way that's fine. **No judgment here.**

#2

You **100% commit** to hiring a VA and systemizing your business.

Right Now is the Right Time.

You are reading this today because **you ARE ready**.

So I encourage you to make this commitment for yourself, your family, your business, and take the next steps to scale your business by [joining me in Front Row CEO](#).

[**CLICK HERE TO JOIN**](#)

LET'S CONNECT!



"It's time to step into the role of CEO in your business. Join me in Front Row CEO"

Jen Lehner



WWW.FRONTROWCEO.COM/365

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