FOCAL POINT
BUSINESS COACHING

JOIN ASCENSION MASTERMIND

SCALE BEYOND $2M WITHOUT BECOMING THE BOTTLENECK

AND UNLOCK NEW REVENUE STREAMS

A six-month implementation experience for service-business owners ready for profitable growth.

What is Ascension?

The Ascension Mastermind is a small, curated cohort designed for owners of services businesses who have outgrown day-to-day survival mode and are ready to lead their companies into the next stage of sustainable growth.

This experience is built for operators who want to accelerate demand generation, deliver quality work, and create a reliable customer base and now face the challenge “How to scale without becoming the bottleneck?”

YOU’VE BUILT A SUCCESSFUL BUSINESS!
NOW IT’S TIME TO SCALE IT!

Best for Owners Who:



- Have a service business with traction but inconsistent growth
- Want more qualified referrals and better sales conversion
- Are tired of spending on lead generation without a clear return
- Need stronger systems, priorities, and accountability
- Are becoming the bottleneck in their own business

The Founder's Growth Trap



All business stall here because:

- Referrals are inconsistent or poorly followed up
- Sales opportunities are not visible in a reliable pipeline
- Owner activity is not tied to clear growth KPIs
- Systems and capacity lag behind demand
- Too many growth decisions still depend on the owner

THE TRANSFORMATION

BEFORE

- You are the bottleneck
- Growth is reactive or stalled
- Revenue depends on you
- Team lacks ownership

AFTER

- Business runs without constant input
- Team owns execution
- New revenue streams are activated
- You lead strategically

THE FOCUS IS PRACTICAL:

TURN RELATIONSHIPS INTO PREDICTABLE, COST-EFFECTIVE REVENUE.



Schedule a Growth Diagnostic

FOCAL POINT
BUSINESS COACHING



Charles Watkins
Business & Executive Coach

Helping business owners scale without becoming the bottleneck

What You Build Inside Ascension

- Scalable operating structure
- Clear growth strategy
- Defined revenue expansion paths
- Systems that reduce dependency on you
- Team accountability and execution

What Changes for You

- From operator to strategic leader
- Clear visibility into growth opportunities
- Faster, more confident decisions
- Stronger team ownership
- More time, less pressure

Program Format

- Six-month commitment
- Monthly 90-minute mastermind and implementation session
- Monthly 60-minute individual coaching session
- DISC assessment and debrief
- Practical tools, scorecards, hot seats, and accountability

FOUNDING BNI COHORT INVESTMENT

$750/month	6-month commitment | core mastermind + monthly coaching
$4,200/one-time	$300 savings when the 6-month program is paid upfront
$1200/month	premium tier | includes 1 additional monthly coaching session

ABOUT CHARLES WATKINS

Charles Watkins works with business owners who have already built successful companies—but are stuck because growth still depends too heavily on them.

Most of his clients operate between $500K – $10M in revenue, where the business is working... but no longer scaling the way it should.

Through his work, Charles helps owners:

- Identify what's actually stalling growth
- Remove themselves as the bottleneck
- Build structure that allows the business to scale
- Activate new revenue streams that drive expansion

Why Six Months?

This is an implementation experience, not a networking meeting. Six months gives members enough time to clarify their growth strategy, activate referral partners, improve follow-up and conversion, build pipeline discipline, measure KPIs, and strengthen the systems needed to support growth.

BNI-Relevant Focus

- Get more return from one-to-ones
- Build stronger referral-partner relationships
- Create clearer referral asks
- Follow up consistently
- Convert more opportunities into revenue
- Use accountability to sustain execution

FOUNDING BNI COHORT
Limited to 6-10
non-competing
service-business owners

Contact Us

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