REMBRANDTS IN THE ATTIC

Learn How to Make Millions Finding "Hidden Value" in Local Businesses as a Business Transformation RESULTant



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RESULTants get paid only on RESULTS, unlike Consultants who get paid regardless of results.

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Preface

This material is designed for entrepreneurs interested in carving out a powerful role not as a marketing consultant but rather **a Business Transformation RESULTant.**

It's for those who want to operate independently, on their own terms, without being tied to anything or anyone that dictates how they work and what they charge. If you want the freedom to build your own business, control your income, and deliver real results for clients, and truly impact business owner's lives, this is built for you.

This is not for someone who simply wants to be another consultant. Traditional consultants often fall into the trap of trying to be all things to all clients, spreading themselves thin, chasing expertise in every area, in an attempt at becoming indispensable and irreplaceable, but they fall victim to an inherent pitfall of the profession, the "key person syndrome" that eventually caps their income and their freedom.

If you're looking for something bigger, something better, this is for you.

As a **RESULTant**, you won't be trapped in the endless grind of being the center of every solution. Instead, you'll leverage a proven system, a specialized Squad, and targeted strategies that deliver real, measurable results without trying to master every skill or solve every problem yourself.

You won't dilute your value by being a generalist.

You'll amplify it by being the person who can find, unlock, and capitalize on hidden opportunities inside

businesses, something no "ordinary" consultant can match.

At first glance, it might seem counterintuitive. A less experienced business owner, or consultant, might believe that offering more services attracts more clients and creates more profit. But the truth is the exact opposite: specialists win. Specialists command higher fees, earn deeper trust, and deliver greater impact than any generalist ever could.

Later, I'll show you exactly how you'll step into the role of a specialist, waving a magic wand to **create high-impact results for clients, even without prior experience.**

The most profitable businesses, and RESULTants, thrive by specializing. Just like a brain surgeon focuses only on brain surgery or a plastic surgeon specializes in cosmetic procedures, **a Business Transformation RESULTant who focuses on uncovering hidden opportunities** and driving high-impact results will build deeper expertise, stronger market authority, and far greater financial rewards. Broad generalists get overlooked. Specialists get paid and remembered.

The more refined and specialized your focus, the greater your opportunity for profitability and long-term success.

A typical consultant sees problems and then scrambles to find a tool to fix them, often applying quick band-aids instead of real solutions. But the best craftsmen, the ones who are paid the most, don't just patch problems; they solve them.

They have a **deep, well-stocked toolbox** and, more importantly, the experience of knowing exactly **which tool to pull out and when.** No project is outside their

capability because they don't guess, they diagnose, select, and apply the right solution.

As a RESULTant, you're that master craftsman. You don't chase problems. You uncover hidden opportunities, pick the right tool or strategy, and create real, lasting transformation.

Clients pay a premium for solutions that work, and they willingly pay more for the expert who knows how to deliver them.

This isn't a book about marketing. It's about **recognizing and capitalizing on hidden values**, the overlooked opportunities buried inside businesses. It reveals a proven path to uncovering assets others miss, and turning them into real, lasting profits for entrepreneurs sharp enough to spot and act on them.

Today, local businesses face a tough reality: they still operate in their communities, but they must **compete in a global economy**. They're going head-to-head with bigger players who have deeper pockets, wider reach, and more resources. To survive, and thrive, they **need an unfair advantage** that tilts the playing field back in their favor, no matter the size or scope of their competition.

As a Business Transformation RESULTant, you will learn exactly how to **uncover the hidden Rembrandts inside virtually every business** in your community, the real assets that, once leveraged, **create serious and lasting advantages**, as you will see later in this book.

And don't make the mistake of thinking "local business" means struggling mom-and-pop shops. **You'd be shocked at what many so-called "small"**

businesses are pulling in each year.

These owners aren't chasing small wins. They're hungry for **big, game-changing results**, the kind that shake up their market and make a real difference. And they expect nothing less.

You can be the one who knows how to deliver it.

If you are strategic and forward-thinking, you could be among the few to **learn how to uncover and capitalize on the hidden opportunities** sitting inside businesses all around you, the opportunities most people will never even see.

I have nearly four decades of experience uncovering the Rembrandts hidden inside businesses across America. I learned it the real way, with my boots on the ground, working directly with private clients who needed real solutions, not just another gimmick to "try."

Over that time, I **developed a proven checklist**, specific things I look for inside a business, which can be uncovered, leveraged, and turned into highly profitable assets.

My approach is not what traditional consultants teach. In fact, many consultants and marketing commentators have labeled my methods as being "renegade," because it challenges the worn-out dogma they continue to sell.

While big competitors can rely on throwing massive amounts of money behind their advertising to drown out smaller businesses, visibility alone doesn't guarantee impact. **Brands often outspend, not outperform, local businesses**, flooding the market with noise rather than meaningful connections.

Local businesses can't (and shouldn't) try to win

by outspending them. The path to success for local businesses is to take a smarter, more stealth-like approach, with marketing crafted to connect with clients on a personal, emotional level in ways massive ad budgets simply can't replicate.

One of the biggest mistakes local businesses make when trying to compete is attempting to match message for message, or worse, dollar for dollar. Not necessarily by outspending, but by deepening discounts for their products or services in a desperate attempt to attract clients.

Unfortunately, discounting only draws price shoppers, not loyal customers who value quality.

Rembrandt-ing, the process of uncovering hidden value and turning it into a marketing asset. It is what separates good business from great business. It's what gives the local business the edge over its bigger competitors in the one area that matters most: PROFIT.

These become the modern-day stories of David beating Goliath, not by playing the same game, but by choosing a better weapon. Armed with the right strategy, a focused message, and precision execution, local businesses can win, and win big, without ever having to match Goliath dollar for dollar.

Independent entrepreneurs succeed by **delivering exceptional value to their local markets**, creating a true win-win for both clients and their businesses. By eliminating unnecessary overhead, bloated expenses, and traditional corporate red tape, this approach builds a more **efficient, impactful, and highly profitable operation.**

A true independent entrepreneur, especially a Business

Transformation RESULTant, has the right mindset: the ability to s**pot hidden opportunities, take decisive action, and innovate to create real value**. In a world increasingly dominated by big business and corporate sameness, pioneering entrepreneurs stand out by tackling challenges with creativity, boldness, and strategic precision. Often seen as mavericks, it's this mindset that fuels their breakthroughs and long-term success.

The defining characteristics of a successful RESULTant include:

- They **think differently.** They don't accept surface-level answers. They question assumptions, dig deeper, and naturally find opportunities others overlook. We teach the methods, but partners must be instinctively curious.
- They **take action.** They don't just plan, they execute. They understand that ideas are worthless without follow-through and aren't afraid to roll up their sleeves and make things happen.
- They are **driven by results.** "Good enough" isn't in their vocabulary. They want to help businesses win, and they expect to win themselves, motivated by both income and real impact.
- They **follow a proven system.** They know the value of a roadmap. They aren't interested in reinventing the wheel; they want a system that works and the discipline to follow it.
- They **value relationships.** They know that trust is the real currency. They communicate clearly, build credibility quickly, and see long-term partnerships with clients, the Squad, and their community as the ultimate assets.

- They are **committed to growth.** They're lifelong learners, humble enough to be coached, and hungry enough to keep improving, personally, professionally, and financially.

These qualities are essential for truly helping local businesses that are becoming increasingly commoditized, where their services and value are often reduced to competing solely on price.

Local business owners are approached almost daily with another "thing," another so-called breakthrough or shiny object promising to market their business in a unique and powerful way. And they've tried plenty of them, only to get marginal or disappointing results.

Over time, they've grown cynical.

They're too battle-worn to fall for another huckster peddling the next "new thing."

These owners are like prizefighters late in the rounds, their guards up, protecting themselves from yet another blow to their wallets. They know the sound of empty promises: it's more the sound of a sucking vacuum than the cha-ching of a cash register.

To break through, to catch their attention, and to reignite their drive, you can't just present them with doing different things, you must present a **completely different strategy**.

It starts by uncovering the Rembrandts hiding in their attics, the assets they already have but have overlooked or undervalued.

You're receiving this book because we believe you're one of the rare few who will truly recognize, and appreciate, the unique opportunity we're about to reveal.

It's about **uncovering the acres of diamonds** hidden right under the noses of business owners, assets they either overlook or fail to understand the incredible marketing power they hold.

The idea of uncovering hidden value within a business isn't new. In fact, Russel H. Conwell, the founder of Temple University told the true story Ali Hafed, a wealthy Persian farmer who heard fellow farmers tell of the fortunes they made discovering rich diamond mines. Ali was tired of the backbreaking work of a farmer.

So, he sold his farm and set off in search of a diamond mine of his own. He never found one. He spent his entire fortune searching, ultimately to commit suicide a broke and broken man. Had Ali only looked under his feet, on his farm, he would have discovered what became known as the Golconda Diamond mine, rather than the man that bought his farm.

Just like millions of local business owners today, Ali Hafed overlooked the treasure that was right beneath his feet the entire time.

Over the past four decades, I've defined, refined, and built an entire business model rooted in the timeless principle behind the story of Ali Hafed and his Acres of Diamonds. I've carried that idea into every client engagement, not just as a metaphor, but as a method. I built my career by uncovering what I call "Rembrandts in the Attic", the hidden assets, overlooked advantages, and untapped value already sitting inside a business. With every client, I practice REMBRANDTing: the strategic art of identifying those buried opportunities and transforming them into real, measurable, and lasting profit.

REMBRANDT-ing

The Finding of Rembrandts in the Attic

(What Business Transformation RESULTants do)

A brief history lesson is essential to understanding the significance of this metaphor and why it was chosen.

Rembrandt Harmenszoon van Rijn, commonly known as **Rembrandt**, was a **Dutch painter and etcher**, widely regarded as one of the **greatest visual artists in history**. He was celebrated for his **masterful use of light and shadow**, a skill that, to the untrained eye, may not seem significant. However, in the hands of a true artist, these elements can **transform a painting from an ordinary piece into a masterpiece**.

To illustrate, consider the difference between a **$33.3 million Rembrandt painting** ("Portrait of a Man with Arms Akimbo" the 1658 painting and bought in 2009) and a **child's finger painting**. To an untrained observer, both may appear as simple artwork, but one holds **extraordinary value**, while the other does not.

The Million-Dollar Opportunity Hiding in Every Town

Yes, a million dollars.

That's not hype. **That's the real**, documented upside when you understand how to uncover hidden value, the Rembrandts in the attic, inside local businesses.

The Hidden Value in Business

Every business has its own hidden Rembrandts, assets of immense value that often go unnoticed or undervalued by those who fail to recognize their true potential.

Consider this scenario: Imagine there were two auto body shops up for sale, both priced at $500,000, including the buildings. You're interested, maybe even willing to stretch and pay a little more to get the deal you want. But there's something I know that you don't: tucked away in the attic of one of those shops is an original Rembrandt, a priceless piece of art worth millions.

With that knowledge, the value of that shop skyrockets in my eyes. I wouldn't just be willing to pay the asking price, I'd be ready to pay far more.

Why? Because I see the hidden value others overlook. There is hidden value everywhere.

The key insight to grasp is that every local business holds hidden, highly valuable opportunities, yet 99% of business owners (and almost all consultants) overlook them. Why? Because they're too busy chasing the next big thing, adding more services, or throwing more money at marketing, missing the goldmine that's already sitting right in front of them.

What kind of business do we mean?

Virtually any business you can imagine.

And every community has an endless number of them needing your help. And each one is sitting on untapped assets, unused trust, emotional stories, and competitive

advantages they don't see. But you will. Because that's what a RESULTant does.

As a Business Transformation RESULTant, you can unlock those assets, help those businesses grow, and make substantial money in the process.

A single campaign or system you implement can generate 5- and 6-figure gains for your client. Do that just four or five times a year, and you're well into seven-figure income territory, without an office, employees, or fancy degrees. You bring the insight, and you bring the results. That's what gets you paid.

But before we show you how, let's set the stage…

The Hidden Crisis in Local Business

For decades, local businesses have been under siege, first by big-box stores, then by the internet, and now by commoditization. Everything from car repair to coffee has been squeezed into a battle of price and convenience.

And local businesses? They've lost their way.

They've been convinced they must spend more, discount deeper, shout louder… all while watching customers drift to louder, flashier, more convenient national competitors.

But here's what no one tells them:

They don't need to outspend. They need to outsmart.

And they already have the advantage to do it. They just can't see it.

Real Stories. Real Profits. Real Transformation.

Let's look at two real examples, ordinary businesses that produced extraordinary results when their Rembrandts were uncovered.

Case #1: $2.1 million dollar increase

Residential solar sales have surged thanks to government-backed financing programs—but even with subsidies, solar companies still have to sell. One residential solar company we worked with had leads coming in, but too many were going cold before the in-home presentation.

That's when we uncovered a Rembrandt for a local solar company in Tampa, Florida: a way to warm up prospects before the sales pitch. By applying proven direct response principles to early-stage communication, we increased their close rate by 41.1%—without spending an extra dollar on advertising.

They jumped from 17 to 24 signed deals per month, with an average sale of $25,000. That's an **additional $175,000 per month, $2.1 million in the first year**, from a single communication shift. Without requiring extra effort, staff, or investment, this continues to deliver results year after year, **consistently generating returns for both the client and the RESULTant, without fail.**

This Rembrandt didn't come from flashy tactics. It came from seeing what others overlooked, the emotional hesitation before the "yes."

And here's the truth: this same hidden value exists in virtually every business... most just don't know where to

look.

Case #2: 1,100% Increased Patient Value

In Austin, Texas, we uncovered a hidden gem inside a dental practice, a high-value service they offered but never promoted. They weren't advertising it. They weren't even talking to patients about it.

We crafted a simple 15-second message targeting a narrow, overlooked audience. Backed by a small ad spend, it delivered **112 new patients in the first month alone.**

For the first time, the dentist's biggest concern wasn't how to attract patients, it was how to handle the surge. And here's the kicker: this practice didn't even have a website.

Consultants will tell you that's impossible. But we proved what really matters: Only Results Matter.

This same Rembrandt, this same strategy, has been deployed in Red Bank, NJ... Grand Rapids, MI... San Diego, CA... Belfast, Ireland... Virginia Beach, VA... Memphis, TN... and Lowesville, NC.

Same campaign. Same results. Wash. Rinse. Repeat. Profit.

Here's why it worked: The average patient brought in $1,500 per year. But this overlooked service? It converted those same patients into **$18,000 cases**. For the Austin practice, it translated to $2,016,000 in treatment cases the first month. The dentist now has an asset he can turn on and off as he needs it. It's like having an on-demand ATM machine, for the practice and RESULTant.

The value was always there. They just needed a RESULTant to uncover it and bring it to life.

Why This Works

People respond to the truth, not tactics.

And once a business starts showing its truth, its Rembrandt, it becomes magnetic.

Customers stop comparing prices. They start caring. And caring equals buying.

Traditional consultants don't do this. They sell the same tired bag of tactics: more ads, SEO, social media. It's just noise to the business owner who's heard it all before; who's tried it all before.

You're not here to make noise. You're here to make money. For your clients, and for yourself.

This Is Your Opportunity

Every town in America is filled with businesses that don't know their own value. Businesses struggling, settling, or coasting, while sitting on assets that could transform everything.

As a RESULTant, you'll help them uncover it. You'll guide them to sustainable growth, loyalty, and profitability. And you'll be paid very, very well to do it.

This isn't about theory. This is about real clients, real results, and real income.

Are you ready to step in?

Are you ready to do for businesses in your town what has already been done in towns across America?

Then let's go.

Every business owner, at some point, falls into the same trap. The business launches, sales boom, and things feel exciting—until competition sets in. That's when the scramble begins. The owner shifts from growth mode to defense, slashing prices, copying competitors, and throwing money at advertising that doesn't work. What once felt profitable becomes a grind, and in the race to stay relevant, margins shrink and energy fades.

Soon, the owner is buried in day-to-day operations, blind to the value buried right inside their business. They can't see it, not because it's not there, but because they're too deep in the fight. This is where the RESULTant steps in.

A RESULTant sees what the owner can't. They reveal the hidden value, the Rembrandts in the attic, overlooked not just from exhaustion, but from chasing the wrong solution. This story repeats in every industry, in every town across America. And the more that local businesses are forced to compete with faceless online giants, the more critical it becomes to uncover and exploit what makes them truly unique.

You're receiving this material because we believe you're one of the select few sharp enough to recognize the value of what we're about to share.

Within every town, in every industry, lies hidden, untapped business potential, undervalued assets capable of generating extraordinary profits. Even the biggest companies often miss them. But as a Business Transformation RESULTant with the Rembrandt Squad, you'll be trained to spot them, and more importantly, to

turn them into serious, lasting gains for your clients and yourself.

The only real question is: what will you do once you can see what others can't?

Acres of Diamonds = Rembrandts in the ATTIC

It's time for local businesses to evolve and reclaim their rightful place in the communities they serve. For too long, they've been beaten down by the rise of the internet, instant gratification, and the relentless push toward commoditization. But the power, influence, and impact of a true local business have never disappeared, they've just been buried beneath the noise.

The days of the doctor making house calls or the dentist treating five generations of a family may seem like relics of the past, but the spirit behind them is still alive. Local businesses remain the backbone of the American economy, even as big corporations try to convince us otherwise.

According to the Small Business Association, 99.9% of all the businesses in America are small businesses and 98% of them have fewer than 19 employees.

Despite the pressure from national brands and faceless chains, there will always be a place, and a need, for real, personal, local commerce.

The future belongs to the local businesses willing to evolve, differentiate, and reconnect with the people they were built to serve.

There are many types of businesses that are foundational to the health, resilience, and economic strength of a local community, not because they just sell things, but because they serve, connect, and anchor the people who live there. They typically recycle money locally, create jobs, foster loyalty, and strengthen community bonds.

Here's a list of business categories that fit the description of 'foundational' or fundamental to a local community's economic health:

- Independent Healthcare Providers (dentists, chiropractors, independent doctors, mental health professionals)
  - → They are trusted figures who directly impact the physical and emotional well-being of the community.

- Local Auto Repair Shops and Mechanics
  - → Keeping people mobile is vital for work, family, and life, especially where public transit is limited.

- Independent Pharmacies
  - → Beyond filling prescriptions, they often function as critical health advisors and first points of care.

- Grocery Stores (Local/Independent)
  - → Access to affordable, quality food is one of the pillars of a healthy community.

- Childcare Providers and Early Learning Centers
  - → Enabling parents to work while ensuring children are cared for and educated.

- Home Improvement and Skilled Trades (plumbers, electricians, HVAC, roofers)
  - → They literally keep homes, and thus families, safe, functional, and livable.

- Legal Services (independent attorneys, family lawyers, estate planners)

→ Helping residents protect their rights, their businesses, and their families.

- Financial Services (local accountants, independent financial advisors, community banks and credit unions)

→ Keeping financial literacy and resources accessible and local.

- Local Restaurants, Cafés, and Coffee Shops

→ These are community gathering places where relationships and networks are built and sustained.

- Fitness Centers, Yoga Studios, and Wellness Centers (independent)

→ Providing health and wellness resources that improve the quality of life and community spirit.

- Educational Services (tutoring centers, test prep services, independent training providers)

→ Helping young people and adults advance, grow, and succeed locally.

- Local Retailers and Specialty Shops

→ Clothing boutiques, hardware stores, craft shops—they offer choice, character, and keep money inside the community instead of siphoning it to national chains.

- Veterinary Clinics and Pet Services

→ Family pets are a huge part of emotional and household stability, pet care builds loyalty and long-term ties to the community.

- Manufacturing and distribution companies
- Consulting businesses
- Advertising companies

The Common Thread:

These **businesses are relationship-based** rather than purely transaction-based.

They **anchor** the community by:

- Circulating money locally (local "economic multipliers")
- Supporting other local businesses and nonprofits
- Building personal trust and loyalty over time
- Serving essential needs beyond the sale itself
- Often acting as informal hubs for news, community support, and connection

These foundational businesses **all have hidden Rembrandts**, untapped loyalty, underutilized assets, overlooked positioning advantages, and they desperately need someone who can **help them uncover and leverage it.**

They can't, and shouldn't, try to outspend giant competitors.

Instead, they must outsmart them, **build deeper relationships**, and extract the hidden gold already inside their businesses.

That's where a RESULTant steps in.

And we have developed a score card for identifying and ranking the highest value clients for a RESULTant.

Here is another real-world example of a commodity

business transformed into an experiential one, one that makes money despite its grassroots, down-on-the-farm brand.

Tucked in Ashland, Ohio, visiting Grampa's Cheese barn feels like stepping into a time machine. The place is unmistakably authentic, from the 1950s-era cash registers still clanging away to the down-home, welcoming atmosphere that wraps around every visitor the moment they walk through the door.

Despite its simple, old-fashioned setup, **people drive hundreds of miles just to visit.**

Travelers coming into Ohio often plan their routes specifically to swing by Grampa's, making it a can't-miss stop no matter how far out of the way it might be. And no one, absolutely no one, leaves empty-handed. Whether it's handcrafted cheeses, small-batch candies, homemade ice cream, or locally crafted foods and gifts, visitors load up as if these treasures can't be found anywhere else.

Of course, the truth is, they can.

You can buy cheese, candy, and ice cream at any local grocery store. But it's **not the same.**

It's not the experience of Grampa's Cheese barn.

The moment you step inside, you're transported to a simpler, slower, more meaningful time, a time many remember from childhood stories told by their own grandparents. It's not just about buying things, it's **about feeling something.**

The moral of the story is simple:

When a business uncovers and showcases **its hidden Rembrandts in the Attic,** those deep, often-overlooked assets that make it truly special, it creates an experience that connects far beyond the intellect.

It taps into something instinctive, something felt, not

just thought.

In the case of Grampa's Cheese barn, what's sold is no longer "just cheese" or "just candy", it's a piece of memory, meaning, and belonging.

And when people feel that connection, they respond the only way they know how - with their loyalty, their patronage, and ultimately, their money.

Uncover the Rembrandt, reveal it to the world, and you no longer compete on price.

You compete on connection, and that wins every time.

That is the essence of REMBRANDTing, and what RESULTants do.

It's easy to dismiss Grampa's Cheese barn as a charming anomaly, a once-in-a-lifetime phenomenon. But it's not.

Every business can be transformed into what Grampa's Cheese barn is to its visitors and buyers. **Rembrandts like this exist inside every business, in every community and they are just waiting to be discovered.**

And these successes aren't isolated or accidental.

They can be **replicated in virtually any business.**

The key is simple:

It requires someone trained and skilled in the art of uncovering hidden treasures, someone who knows how to find, reveal, and unleash the value that's already there, waiting just beneath the surface.

This is your opportunity.

You can be the one who changes everything for businesses in your town, the one who helps them stop fighting upstream and start winning on their own terms.

Not by outspending. Not by discounting.

But by **unleashing the real value they've had all along.**

It's time to step up. It's time to be the difference.

The question is, will you be the one?

The Dirty Secrets Traditionalist Consultants Don't Want Local Businesses to Know:

1. **Traditional consultants sell surface-level tactics** because they don't know how to find real value. They push ad buys, SEO plans, coupon mailers, and social media "campaigns," because that's what they know. They never go inside the business to uncover the hidden assets that actually matter.

They treat symptoms, not causes.

2. **They create dependency, not independence.** Most consultants want businesses to stay reliant on them for the next big marketing idea, the next campaign, the next "fix."

They never teach businesses how to uncover and leverage their own internal assets, their Rembrandts, because if they did, the business wouldn't need them anymore.

3. **They assume more spending equals more success.** The usual consultant advice is always to spend more, more ads, more clicks, more impressions. And what consultants rarely tell clients, they make money from these ad buys, often up to 30% of the client's spend. They don't teach businesses how to create a magnetic force of loyalty, trust, and emotion that attracts customers without having to outspend everyone.

4. **They commoditize businesses instead of differentiating them.** Consultants often lump

businesses into categories and advise them to "look like" others in their industry. This turns businesses into commodities, where price becomes the only differentiator, and competing with price is a race no one wins.

Rembrandt-ing, by contrast, pulls out what's truly unique about a business, and makes it irresistible.

5. **They sell trendy tactics, not timeless strategies.** Consultants chase trends, TikTok ads today, AI chatbots tomorrow because it sounds exciting and sellable. But real business growth comes from timeless principles: emotional connection, deep differentiation, trust, and value, all of which come from uncovering hidden Rembrandts, not chasing the next shiny thing.

6. **They market from the outside in, not the inside out.** Traditional marketing consultants try to bolt new campaigns onto businesses without understanding their core strengths, story, or emotional center.

Rembrandt-ing flips that. It starts from inside the business, what's real, what's unique, what's emotionally resonant, and builds outward from there.

Traditional consultants depend on businesses staying blind to their own Rembrandts.

Because once a business knows how to find and unleash its hidden assets, it no longer needs a consultant pitching cookie-cutter marketing.

Businesses need a RESULTant, someone who brings out what's already extraordinary inside the business and shows the world.

If you're wondering whether the opportunity truly exists in your community to build a sustainable, highly profitable business as **a Business Transformation RESULTant,** just take a simple drive down your town's main street.

Make a note of every business you pass.

You'll see the same six big-brand competitors almost everywhere, and alongside them, the local businesses struggling to hold their ground.

These are the businesses you'll help draw a line in the sand, plant their flag, and reclaim their local advantage.

You'll be the one who helps them say, "No more."

Here are six major brand competitors, and the local businesses they chip away at every single day.

These are the underdog businesses you'll champion, the ones that make up the backbone of America, standing in vast numbers, waiting for someone to help them fight back and win; and be compensated for.

1. Home Depot / Lowe's (Retail / Home Improvement)

- Compete against local hardware stores, garden centers, and specialty shops with massive inventory, aggressive pricing, and national marketing power.

2. Midas / Meineke (Auto Repair and Service)

- Compete against independent auto repair shops by offering nationally standardized services, warranties, and price promotions.

3. Planet Fitness (Fitness Centers)

- Compete against local gyms, yoga studios, and fitness boutiques with low-cost memberships, national ad campaigns, and perceived "bigger value."

4. Aspen Dental (Healthcare / Dental Services)

- Compete against independent dental practices, pulling patients in with heavy marketing, financing options, and promises of low-cost, fast treatment.

5. Walmart (Retail / Grocery / Pharmacy)

- The ultimate big-box competitor, affecting almost

every local business from grocery stores to pharmacies, clothing boutiques, craft shops, and even auto service centers, all based on convenience, low prices, and sheer dominance.

6. Starbucks (Food & Beverage / Coffee Shops)

- Competes against independent coffee shops and cafés, pulling customers with brand familiarity, convenience, and loyalty programs.

Each of these brands wins visibility through size, scale, and advertising expenditure.

But local businesses win loyalty when they uncover and showcase their Rembrandts: their authentic, emotional, and relational advantages.

The solution for these businesses to succeed is not in producing more mediocre advertising and marketing that doesn't generate results. It is in showing them a better path, one they already own, but need the guidance to reveal the acres of diamonds laying under the surface, the Rembrandts hiding in their attics, and the direction what to do with them.

The next evolution of business growth isn't about spending more on ads or chasing fads,

It's about uncovering the hidden Rembrandts that already exist inside local businesses.

For the sharp, forward-thinking entrepreneur, this is a highly profitable, wide-open opportunity, one where demand is endless, competition is low, and the rewards are substantial, for those ready to take decisive action.

Are you ready to become the one who sees what others miss?

The opportunity is right in front of you.

The only question is, will it be you who seizes it?

Businesses in every city, town, and community across America are waiting, waiting for someone who can help them uncover their hidden gold.

The potential to build a highly lucrative, impactful business has never been greater.

The only thing missing is you.

For more information, contact the person who shared this booklet with you, or reach out directly to the team at (216) 899-1400.

Opportunities like this don't sit still.

Someone will claim the hidden Rembrandts in your community, the only question is whether it will be you or someone else.

Act now.

REMBRANDT SQUAD

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Over the past several decades, local businesses have been fighting a losing battle, against bigger budgets, louder competitors, online behemoths, and the slow death of differentiation. Many owners settle for survival, stuck in a grind, unaware that the real treasure lies hidden within their own business.

What if the biggest breakthroughs weren't found in marketing gimmicks or advertising spend, as traditional consultants would have them believe, rather in the overlooked assets they already have?

This book reveals the untapped opportunity that exists in virtually every business in America, value that's often invisible to the owner, buried beneath routine, and ignored in the rush to stay afloat. It's what we call the Rembrandt in the Attic, a metaphor for the hidden diamonds-in-the-rough that, when uncovered, transform not only the business... but the owner's life.

Inside these pages, you'll discover:

- Why traditional consultants fail, and what RESULTants do differently to create six- and seven-figure income from local businesses
- How to uncover profit centers hiding in plain sight (without asking the business to spend more on ads)
- A blueprint to build a million-dollar business for yourself, helping others grow using what they already have

This isn't about selling services. This is about unlocking transformation. It's not about running a marketing agency, it's about being the person who sees what others miss, leverages it, and profits deeply from it, even if you have no past experience doing so.

The question is: **will *you* be the one who recognizes the opportunity hiding in plain sight?**

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