JULO STRATEGY GLOBAL

LEADERSHIP PROGRAM
FOR BUSINESS OWNERS

JULO CEO MINDSET™

You built the business. *Now lead it.*

An 8-week live cohort that moves owners out of the daily scramble and into leading like the CEO they already are.

Led live by Juliann Nichols

Aha moments happen here.

85%
of participants increased revenue

92%
gained time back

1,200+
owners through the program

Anybody can start a business.
We help you stay in one.

juloglobal.com

SOUND FAMILIAR?

What owners tell us before they start.

Decision Drain

Every decision takes more out of you than it gives back. Nothing feels settled.

Hustle Hangover

You have been grinding for years, and the results still do not match the effort.

CEO Drift™

You are running tasks, not running a business. The vision keeps moving to tomorrow.

Everything Runs Through You

The business cannot move faster than you can personally handle it.

THE SHIFT

You are already the CEO. You just have not stepped into the role yet.

You do not need a C-suite or a board of directors. If you make the decisions, carry the risk, and set the direction, you are the CEO. CEO Mindset™ gives you a framework that matches that reality.

> **"The more valuable you are to your business, the less valuable your business is."**
>
> Juliann Nichols, founder of JULO Strategy Global

WHAT YOU WILL BUILD

01

Decision confidence

Faster calls, less mental drain.

02

Positioning that converts

A message the right clients say yes to.

03

AutoDeliminate™

Automate, delegate, or eliminate.

04

Leadership identity

The role your business needs, not just the tasks.

05

Revenue with direction

Focus and structure that pay.

06

Pricing confidence

Know your worth and charge for it.

HOW IT WORKS

Eight weeks. A small room. Real work on your real business.

1

Apply

A short application and pre-assessment so the work fits you from day one.

2

Join your cohort

About ten owners at a similar stage. Hearing how others solve it speeds up your own thinking.

3

Work live with Juliann

Eight 3-hour sessions. Your situations, worked through in real time.

4

Leave with your framework

A working system for decisions, leadership, and revenue that stays with you.

START HERE

Phase One: Foundation

Shift from operator to leader. Begin with the end in mind, find the work only you can lead, and AutoDeliminate™ the rest.

AFTER PHASE ONE

Phase Two: Growth

Build the business model, finances, marketing, and team. Small virtual groups of up to ten.

VIRTUAL
$1,600

IN PERSON
$2,400

Phase One tuition. Payment plans and financing available. State and federal scholarship support for qualifying participants.

THE JULO PATH

CEO Mindset™ is where the shift starts. Many graduates keep going.

Phase One
Operator to leader

→

Phase Two
Strategy and growth

→

JULO OPS
Fractional COO support

MEET YOUR FACILITATOR

Juliann Nichols

Founder and CEO, JULO Strategy Global

Juliann started her first business at 16 and has been building ever since, including a private investigation agency she grew and sold. She founded JULO in 2007 for owners stuck in the middle of the journey: past the startup rush, not ready to exit, and tired of doing it all alone.

Clients say the thing they cannot get anywhere else is how she works through their real situations, live, in the room.

> "JULO Strategy's CEO Mindset was the Super Bowl of programs, one that helped me transition to be THE CEO."
>
> August Davis, CEO, On French

> "This program has helped me think like a CEO. The knowledge I have gained has been and will continue to be a game changer."
>
> Lissa James, Phase Two graduate

207 of 208
would recommend it

97%+
overall satisfaction

76%
of Phase Two grads raised fees

From CEO Mindset™ program evaluations.

Ready to lead your business instead of chasing it?

Cohorts are small and fill by application. Cohort dates are announced once the room is full.

APPLY
Scan to apply
form.jotform.com/262255474925060

NOT SURE YET?
Book a 20-minute call
calendly.com/juliann-1/20min

JULO STRATEGY GLOBAL

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