



Mission ready

Empowering military talent for a resilient
cYBERSECURITY WORKFORCE



RITCHIE
A SOLDIER'S
THOMAS

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As of May 2025, the Department of Government Efficiency (DOGE), led by Elon Musk under the Trump administration, has overseen significant reductions in the federal workforce, impacting various agencies and employees. [MarketWatch +11](#)

Total Federal Workforce Reductions

- **Over 275,000 federal employees** have been laid off, bought out, or pushed into early retirement since January 2025.
- In March 2025 alone, more than 216,000 federal workers were dismissed, marking one of the largest monthly job cuts in U.S. history. [CBS News +1](#)





Best conservative estimate based on available data:

🧠 Assumptions & Federal Context:

- Veterans make up approximately **25-30%** of the federal civilian workforce (source: OPM).
- Over **275,000** federal jobs have been eliminated in 2025 due to DOGE-led reductions.
- **Layoffs span across major agencies**, including VA, DOE, and DoD-adjacent roles—departments known to employ high percentages of veterans.

🎯 Realistic Estimate (as of May 2025):

- **Estimated veteran layoffs due to DOGE/federal cuts:**
 - 👉 **68,000 to 82,500 veterans**



YOU KNOW YOUR COMBAT **SKILLSET**...
LET'S MEASURE (&
MONETIZE) YOUR BUSINESS,
SKILLSET



WHAT DO YOU LOVE TO DO?

Do in-depth research on the market you will be targeting to produce sweet fruit.



WHAT ARE YOU GOOD AT?

Strengthen your passion in one area and start research on the products you are interested in.



WHAT WILL THE MARKET PAY YOU FOR?

Do continuous research and put in the effort you have started to produce success.

WHAT DOES THE WORLD NEED?

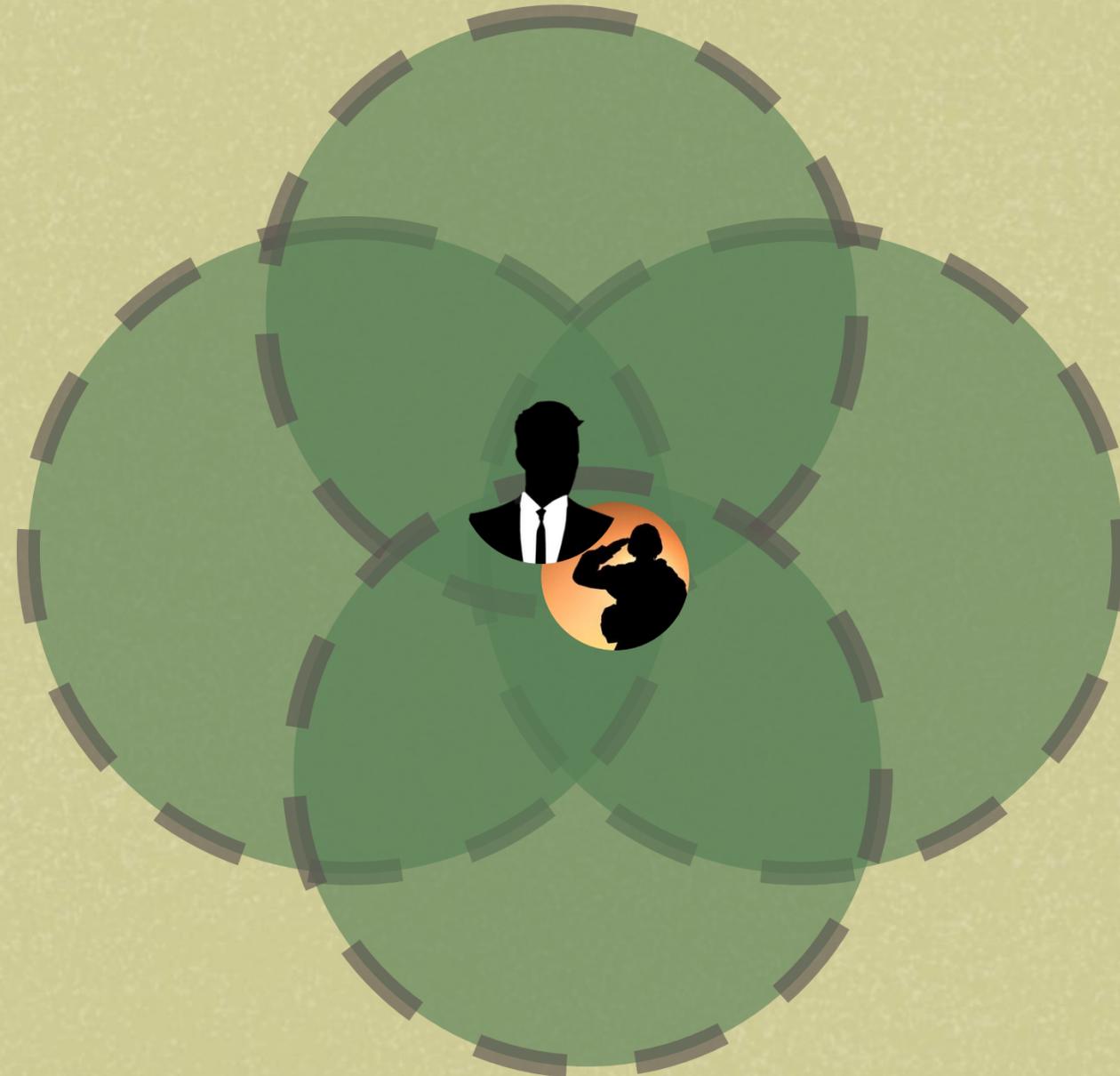
If you were in the military, you have to understand that you were trained for the combat battlefield, and not the economic battlefield...



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What does the market need?



What are you
Good at?

What do you
love to do?

What can you be paid for?

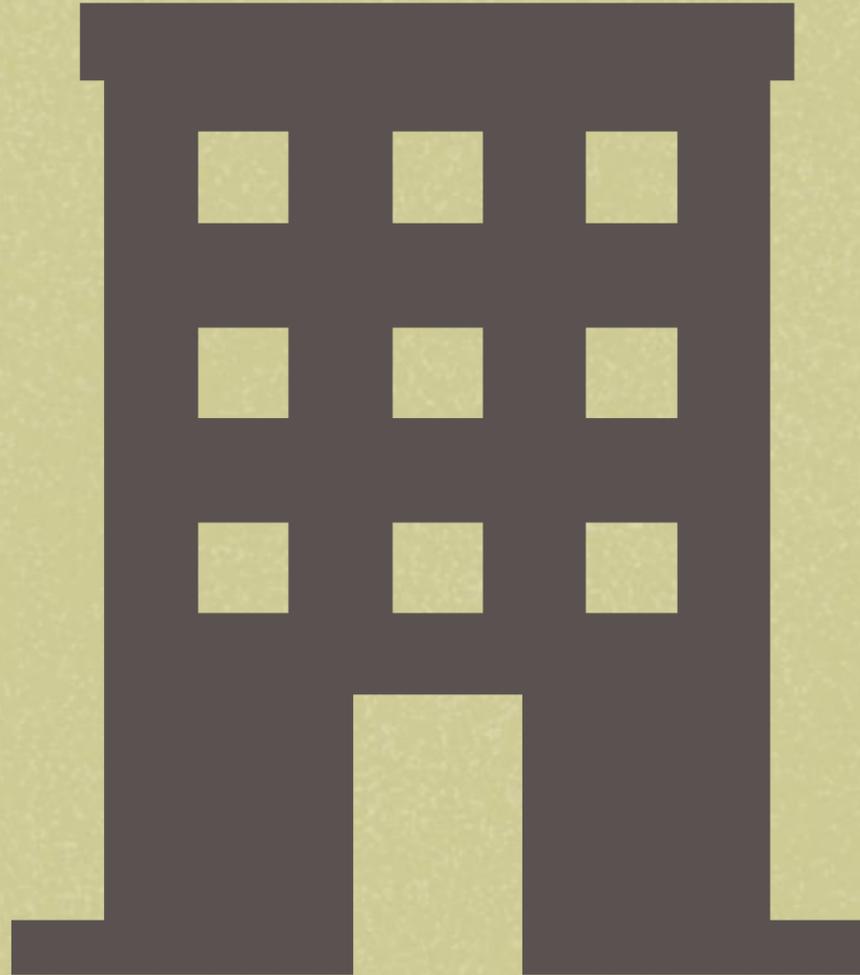
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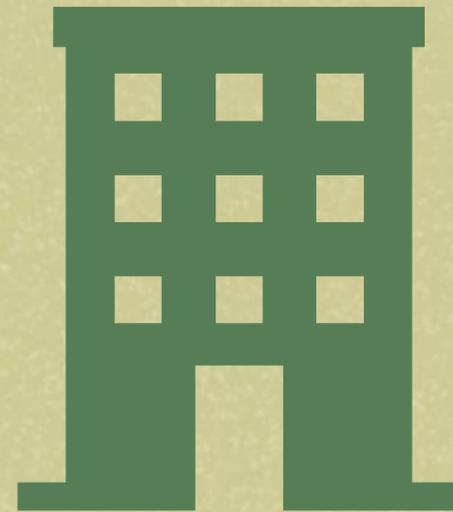
LET'S BREAKDOWN THE 3 DIFFERENT VARIOUS TYPES OF BUSINESSES:



BUSINESSES - A



BUSINESSES - B



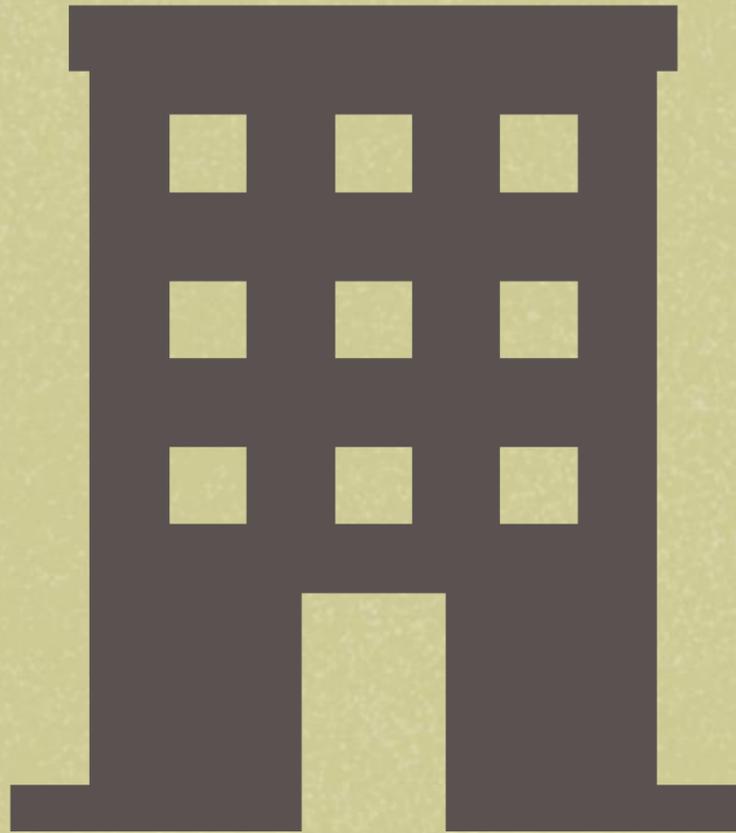
BUSINESSES - C



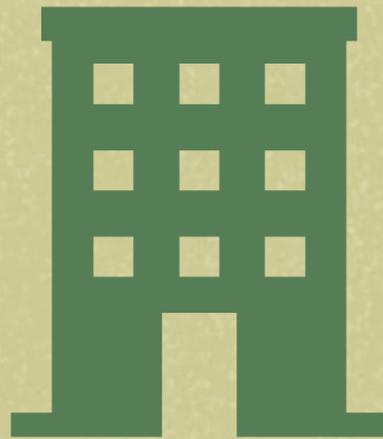
5 PARTS OF EVERY BUSINESS:



BUSINESSES - A



BUSINESSES - B



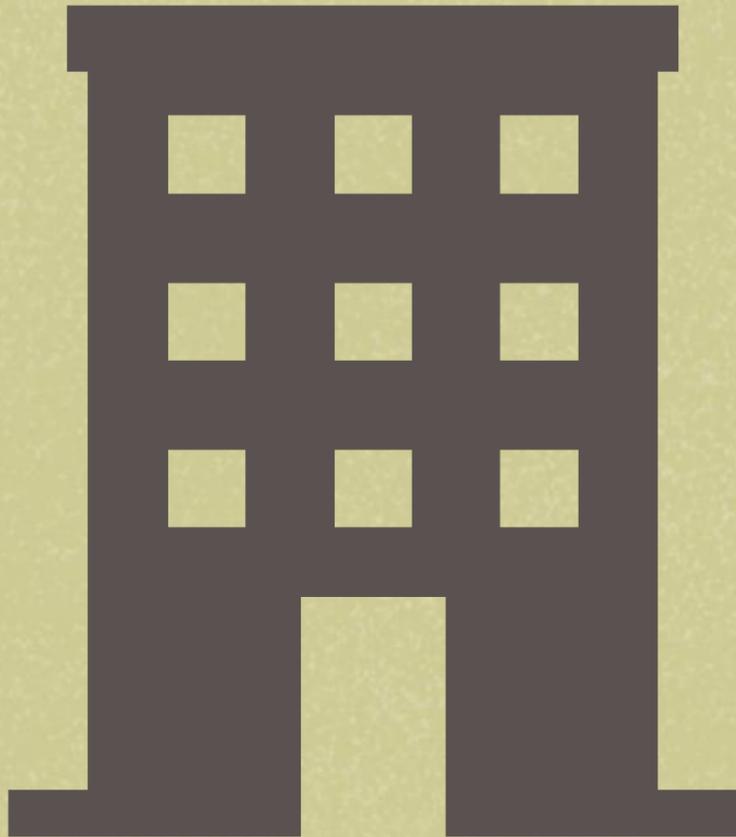
BUSINESSES - C



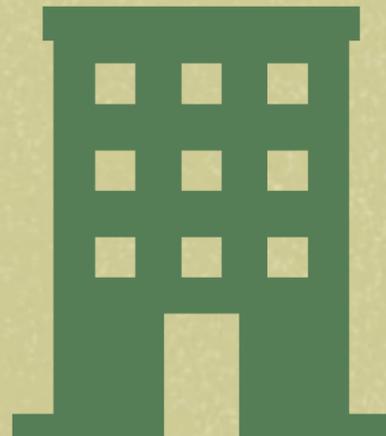
5 PARTS OF EVERY BUSINESS:



BUSINESSES - A



BUSINESSES - B



BUSINESSES - C



PRODUCT/SERVICE

MARKETING

LOGISTICS

CUSTOMERS/CLIENTS

BUSINESS OPERATIONS





What are you good at

PRODUCT/SERVICE

What are you great at

MARKET

YOUR SUPER POWER?

LOGISTICS

What can you be paid for?

CUSTOMERS

What does the market need?

BIZ. OPERATIONS





HOW DO I SEE MYSELF?

HOW DO I SELL MYSELF?

HOW DO I (brand) MARKET MYSELF?





HOW DOES THE MARKET SEE ME?

LINKEDIN

INDUSTRY CONF.

LOCAL EVENTS

DIGITAL FOOTPRINT

WHO KNOWS

YOU





BUSINESS ABC'S

A: A.I. (USE CHATGPT TO CREATE YOUR OWN LIST)

B: BOOK

C: COACHING/CONSULTING*/CURRICULUM

D: D.I.S.C. ASSESSMENT

E: EXECUTIVE COACHING LAYOUT

F: FRAMEWORK

G: GROUP COACHING

H: HIGH TICKET OFFER (10K+)

I: INTELLECTUAL PROPERTY (IDEA)

J: JOINT PROGRAM

K: KNOWLEDGE KIT

L: LEAD MAGNET: OFFER

M: MOBILE APP

N: NON-PROFIT FOUND

O: ONLINE PLATFORM

P: PODCAST

Q: QUEBEC

R: RETREAT (HOST ONE)

S: SYTEM (W/ YOUR NAME ON IT)

T: TRAINING PROGRAM

U: ULTIMATE EXPERIENCE

V: VIRTUAL WORKSHOP/PLATFORM

W: WORKSHOP (FULL/HALF DAY)

X: WELCOME BO(X)//MOTIVATIONAL

Y: YOUTUBE CHANNEL

Z: ZERO EXCUSE

**packaged in hours of 10-20 hrs/quarterly*

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MANUAL OUTREACH

FULLY DIGITAL:

CREATE A SEAMLESS 'DIGITAL' CUSTOM SUCCESS JOURNEY

High Ticket Offer

\$10k+ (Virt. or In person)

Coaching, Courses
Face-to-Face Client
Meetings

25k+

Coaching
Consulting (hands on)
Uses THEIR Network
Implementation

Proposals Packages

\$50k-\$100k

Dream 100 Daily outreach
*10x10 **Daily** Outreach

- ☛ City-wide
- ☛ State-wide
- ☛ Regional

\$100k+

- Dream 100 outreach
- ☛ National
- ☛ International

**Clear Contracts, Proposals, & Offerings
(all digital and ready to sign) within 72 hrs.*

**A Story in 2 Parts:
Automation 🤖 Confidence**

***Your story, business,
solutions in various
formats**

Small Offer

\$500-\$1,000

Fully automated

- *PROFESSIONAL Website
- *Brand Presence & Clarity
- *DAILY MARKETING, **DAILY**
- *Email Nurture Seq = 90days
- ☛ On repeat

Medium Offer

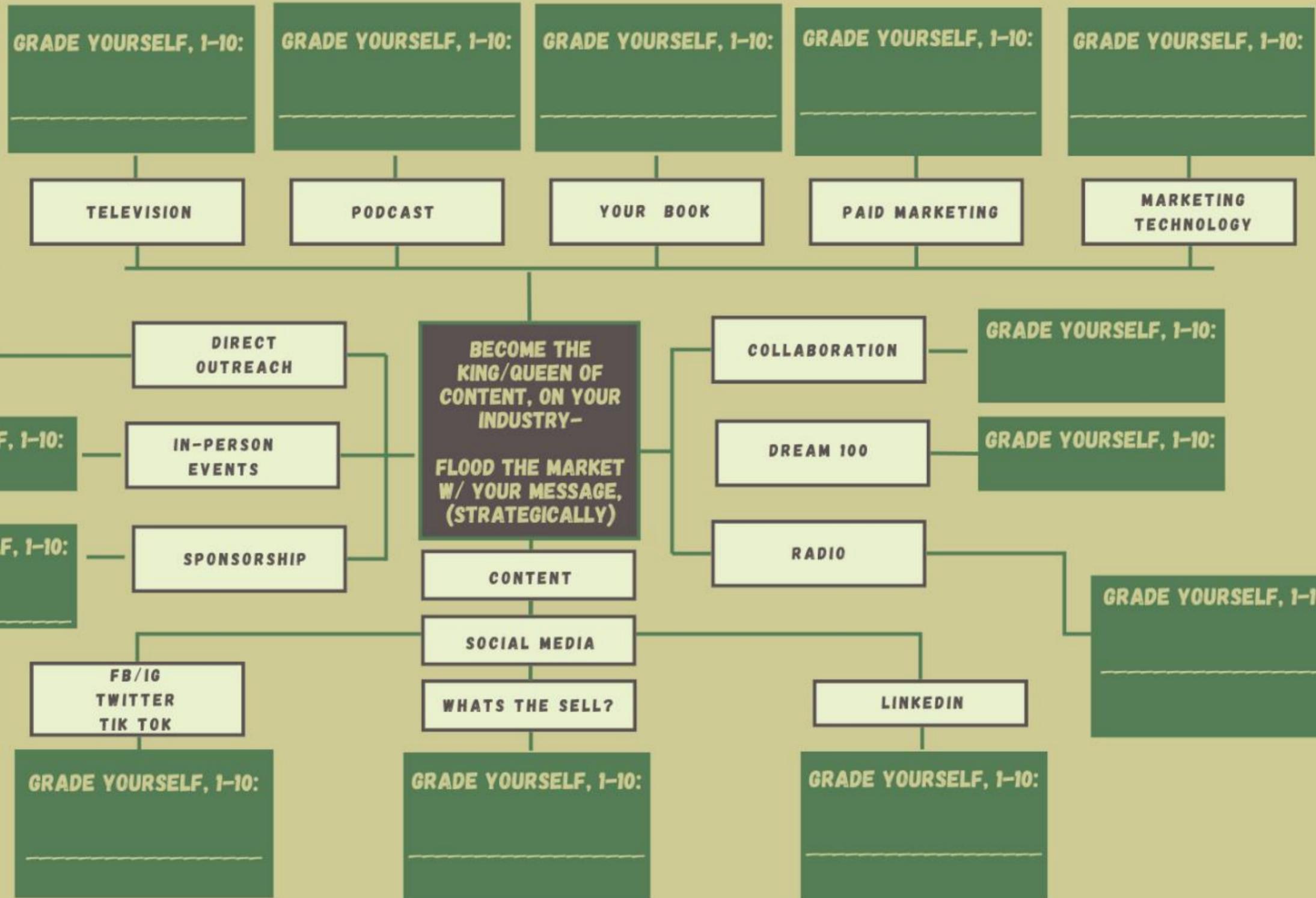
\$2500-\$7500
(In-person/virtual)

- *Coaching
- *Consulting
- *Courses
- *Community

in-Person Quarterly Event:
Conference, Meet up, etc..

**CREATE A SEAMLESS 'DIGITAL'
CUSTOM SUCCESS JOURNEY**

MARKETING LANES

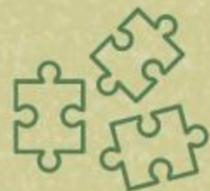




THE \$100K FORMULA:

**THE MOST LOGICAL PATH TO \$100K IS \$10,000 PER MONTH,
WHICH IS SIMPLY 4 CLIENTS X \$2500**

4 CLIENTS A MONTH @ ~\$2500 = \$10K X 12 MONTHS = \$120,000
*\$208 a month



PACKAGE & PIECE IT

BUSINESS ABC'S: _____
BUSINESS ABC'S: (LOCATION)
BUSINESS ABC'S: (PLATFORM)

PRICE IT

PACKAGED:
\$2500-\$3500

PROMOTE IT:

DREAM 100

DREAM 100: _____

'(____)' yrs exp. x. ('quarterly sessions') _____

Packaged & Pieced @ (12-50) consulting hrs., priced appropriately at PREMIUM market rate (\$2500+) & promoted and aligned (DAILY, STRATEGICALLY, & CONSISTENTLY) w/ a target market that can afford you at your price point...



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**packaged in hours of 10-20 hrs/quarterly*

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The Essential Guide for Every Athletic Director

DANA

SPEAKER. COACH. AUTHOR...

LAUNCH

Working with Gervasia was... in our university system has the...
-Jane Doe, Headmaster, for...

RESPECT THEIR

The... FOR PART... THAT EV...

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Robinson Group

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Sherrea Robinson
Health Promotions Consultant

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HEELING

Begins Within

A Woman's Worth

GINA GRESHAM



Atlanta, GA 30339

steve@stevebrownacademy.com
www.stevebrownacademy.com

Working with Gervasia was AMAZING! I hope every woman in our university system has the opportunity to hear her speak!
-Jane Doe, Headmaster, for 1 of NJ's Top Private Schools

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The Premier Curriculum FOR ALLOWING CHILDREN TO LOVE THEIR NATURAL HAIR

10 STEPS FOR CLASSROOMS TO PROMOTE CREATION, RESPECT, OPEN-MINDEDNESS, WORTH, AND NURTURING—FOR STUDENTS OF ALL BACKGROUNDS

Gervasia Archer
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Landon Waters

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MASTER THE ART OF SPEAKING, INFLUENCE, AND LEADERSHIP WITH MILITARY PRECISION



The M.D. Investor
DR. TYRONE BUTLER



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2025 veteran requirements

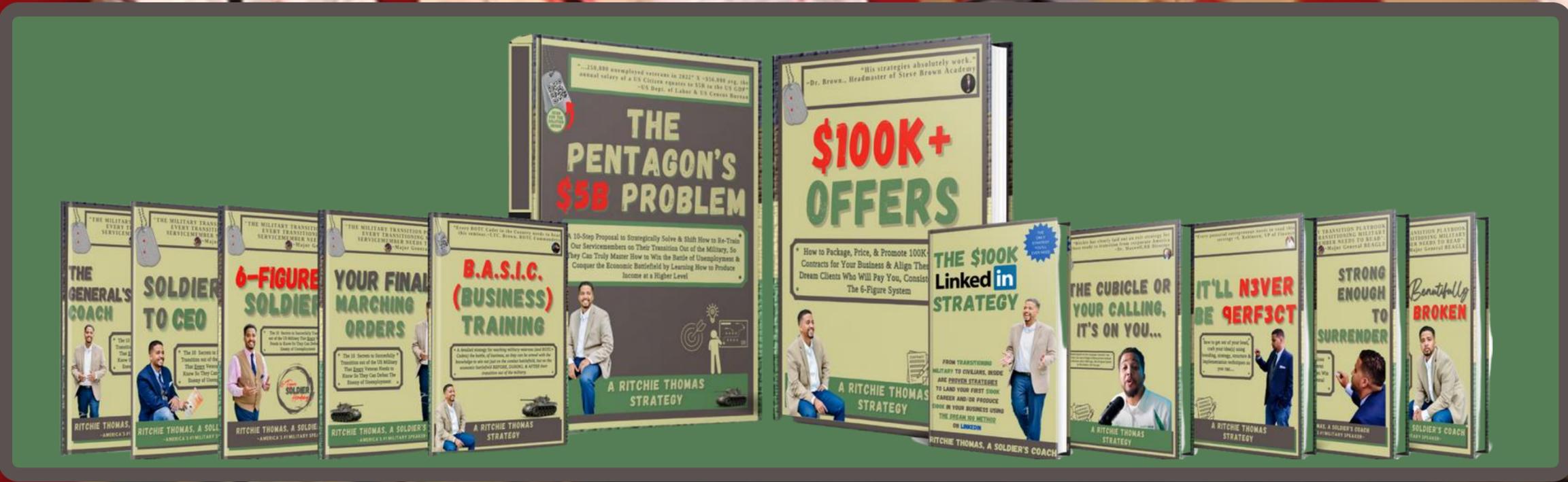
Brand.
a story/feeling
the audience knows you
for

Business (*online).
a product/service
you provide in exchange
for \$

Blueprint.
whats your strategy to get
this business/brand in
front of an audience

Belief sys.
do you believe that you are
qualified to build this







EXIT READY

HOST
RITCHIE THOMAS

REFRAME OUR
MIND





MILITARY TRANSITION University

TEACHING SOLDIERS THE BATTLE, OF BUSINESS

MOBILE APP CURRICULUM:



Ritchie Thomas, A Soldier's Coach · 1st

Founder @ Military Transition University | Military Veteran
Professional Speaker | Creative Branding Strategist

Atlanta Metropolitan Area · [Contact info](#)

[Grow into a \\$100k Soldier](#) 

1,138 followers · [500+ connections](#)



Churmell Mitchell, Steve Brown OLY, and 9 other mutual connections

 Message

More

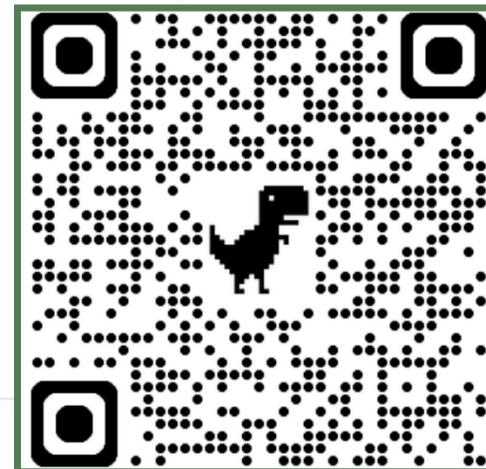
 Profile enhanced with Premium



Military Transition University



Southern Polytechnic State University





Interested in bringing this curriculum to your institution, base, or vet. organization?



your final marching orders:

 you, llc

  love yourself = love usa

   be the hero of your own story





THANK

YOU.



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THOMAS
COACH

