

The Next Right Thing LLC

BUSINESS PLAN

BUSINESS MARKETING
STRATEGY



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Executive Summary

VISION

To become a global brand synonymous with growth and integrity—helping millions of individuals achieve personal breakthroughs while equipping businesses with the strategies to scale and thrive. TNRT is more than a company; it's a movement to live and lead with love.

MISSION

The Next Right Thing (TNRT) exists to empower individuals and businesses to grow with clarity, purpose, and alignment. Guided by the values of Love, Kindness, Respect, and Truth, we provide tools, coaching, and strategies that help people and organizations become the best version of themselves.

CORE VALUES

- **LOVE** – The foundation of every decision and interaction.
- **KINDNESS** – A commitment to empathy and understanding.
- **RESPECT** – Honoring people, processes, and progress.
- **TRUTH** – Radical honesty in business and personal growth.

OFFERINGS OVERVIEW

- **Content** – Daily free motivational and educational content to build community and trust.
- **Digital Products** – Journals, planners, and printable resources to support personal development.
- **Ai Self Guidance App** – A premium subscription-based app delivering personalized daily guidance, journaling prompts, and growth insights.
- **Business Development Services** – End-to-end solutions for startups and established businesses, including branding, strategy, and market research.
- **One on one coaching** – Exclusive mentorship and coaching for individuals and entrepreneurs seeking transformational breakthroughs.

WHY NOW

The intersection of technology, mental wellness, and entrepreneurship creates a rare market opportunity. With mental health awareness and demand for personal growth tools at an all-time high, and businesses needing lean, effective strategies in a rapidly shifting economy, TNRT is uniquely positioned to serve both markets.

SNAPSHOT

Founder & CEO: Michael Crane, Emmy Award-winning storyteller, entrepreneur, and public voice for redemption and growth.

Ownership: 80% held by Michael Crane.

Structure: For-profit LLC with scalable potential and strong brand identity.

Market Positioning: Premium growth brand blending technology, strategy, and heart.

Company Overview



MICHAEL CRANE
CEO & Founder



KELLY MORRIS
Co Owner

Company Background

The Next Right Thing (TNRT) was born out of lived experience. Its founder, Michael Crane, built a career in sports broadcasting, traveled the world, and achieved professional success—including winning an Emmy. Behind the spotlight, however, he fought through bipolar disorder, addiction, and a very public fall from grace.

Instead of letting those moments define him, Michael chose redemption. His journey to rebuild himself—one decision at a time—became the foundation for TNRT. From that lived reality came the brand's guiding philosophy: no matter where you are or what you've been through, the next right thing is always within reach.

Legal Structure

- ENTITY TYPE: For-profit LLC
- OWNERSHIP: 80% owned by Michael Crane, 20% owned by Kelly Morris
- LOCATION : Operates remotely with the ability to scale nationally and globally.

Leadership

- Michael Crane – CEO & Visionary Leader
- Emmy Award-winning EVS operator and video editor
- Experienced storyteller and brand builder
- Featured in Sports Illustrated as a story of redemption and resilience
- Mental health advocate and founder of the Dream+Works Sports Foundation

Michael's lived story and authenticity create the credibility and trust that form the backbone of TNRT's brand identity.

Company Overview cont.

Brand Positioning

Tagline: Lead With Love

Core Identity: A premium growth and guidance brand that blends technology, strategy, and human connection.

Differentiator: Unlike many personal growth companies that rely only on motivation, TNRT delivers actionable, structured tools (AI app, business strategy, coaching) built on real-world experience and radical honesty.

Future Potential

TNRT has been designed from day one as a scalable movement:

Consumer growth through app subscriptions and digital products

Business-to-business growth through consulting and strategy services

Premium high-margin offerings through coaching and mentorship

A brand ecosystem that expands into events, licensing, and partnerships

Business Information

The Next Right Thing (TNRT) is a premium growth and guidance company designed to help both individuals and businesses achieve clarity, alignment, and measurable results. Operating at the intersection of technology, personal development, and business strategy, TNRT delivers tools, coaching, and services that go beyond inspiration—providing real structure and solutions for growth.

At its core, TNRT is built on the belief that transformation happens one decision at a time. By combining modern AI technology, proven business strategies, and personalized coaching, TNRT empowers clients to take consistent action that produces long-term success.

The Problem We Solve

In today's fast-paced world, individuals often struggle with mental clarity, confidence, and direction, while businesses—especially startups and small-to-mid-sized companies—face the challenge of establishing strong branding, effective strategy, and sustainable growth. TNRT exists to fill that gap with actionable solutions that bring focus, accountability, and long-term results.

Our Approach

Unlike traditional self-help platforms that rely only on motivational content, or consulting agencies that provide limited, one-time services, TNRT integrates:

- Daily Guidance Tools (via our AI-powered app)
- Practical Resources (digital journals, planners, and growth tools)
- Business Development Support (branding, planning, market research, strategy)
- High-End Coaching (exclusive one-on-one programs for leaders and entrepreneurs)

This combination creates a holistic growth ecosystem that serves both the personal and professional sides of development.

Market Opportunity

The demand for personal growth tools, mental wellness solutions, and business development support is rapidly expanding. By positioning TNRT as a trusted brand offering both individual guidance and business solutions, we occupy a unique place in the market—serving clients who want more than surface-level motivation and are ready to invest in meaningful growth.

Services List

CONTENT AND MEDIA

FREE

- Daily motivational and educational content published across major platforms.
- Long-form video series, blogs, and community-driven resources to inspire and guide.
- Serves as the free entry point into the TNRT ecosystem, building brand trust and awareness.

DDIGITAL PRODUCTS

\$9.99 & UP

- Journals, planners, and printable resources to reinforce personal growth.
- Accessible, affordable tools designed for consistency and accountability.
- Complementary products that enhance the AI app experience.

AI SELF GUIDANCE APP

\$19.99 /monthly

A premium subscription-based app providing personalized daily guidance, journaling prompts, and growth insights. Features include:

- Alignment and reflection tools
- Progress tracking and insights.
- AI-driven accountability system

Positioned as the flagship consumer product, offering measurable results in mental clarity and personal growth.

BUSINESS DEVELOPMENT

\$2500

Comprehensive support for businesses at every stage, from startup to scaling.

Services include:

- Logo and brand identity design
- Strategic business planning
- Market research and analysis
- Marketing strategy and implementation

Tailored packages designed to help entrepreneurs and organizations establish, refine, and grow.

ONE ON ONE COACHING

\$25000

Exclusive coaching for leaders, entrepreneurs, and individuals seeking breakthrough growth.

Deep focus on leadership, mindset, accountability, and personal alignment.

Limited availability to maintain quality and exclusivity.



**THE NEXT
RIGHT THING**



**THE NEXT
RIGHT THING**



**THE NEXT
RIGHT THING**

Industry Background

The Next Right Thing (TNRT) operates at the intersection of three rapidly expanding industries: personal growth & self-improvement, mental wellness, and business development services. Each of these sectors has seen sustained growth driven by global demand for clarity, resilience, and actionable solutions.

THE NEXT RIGHT THING LLC



PERSONAL GROWTH SELF IMPROVEMENT

The global self-improvement market was valued at \$41.2 billion in 2023 and is projected to grow at a CAGR of 5.5% through 2030.

Consumers are increasingly shifting from motivational content to practical tools and structured systems that create measurable change.

TNRT is uniquely positioned to meet this demand with its app, digital products, and coaching.

MENTAL WELLNESS DIGITAL TOOLS

The mental wellness industry—including apps, digital platforms, and resources—is experiencing unprecedented growth.

The mental wellness app market alone surpassed \$6 billion in 2023 and is expected to reach \$17 billion by 2030.

Trends show consumers are willing to pay for premium apps that provide personalized guidance and consistent results, aligning with TNRT's premium-only model.

BUSINESS DEVELOPMENT CONSULTING

Small and mid-sized businesses account for over 90% of global enterprises, many struggling with branding, strategy, and growth.

The U.S. business consulting industry is valued at over \$300 billion annually, with growing demand for lean, agile, and affordable solutions.

TNRT's tailored packages allow entrepreneurs to access branding, market research, and growth planning at a level

“Together, these industries create a powerful opportunity for TNRT to deliver solutions that bridge personal growth, wellness, and business success in one unified brand.”

Competitor Analysis

The Next Right Thing (TNRT) operates in competitive industries that include personal growth platforms, mental wellness apps, and business consulting services. While several established players dominate segments of the market, TNRT's unique integration of personal growth, business development, and premium coaching under one brand creates a competitive advantage.

CALM AND HEADSPACE (MENTAL WELLNESS)

STRENGTH	WEAKNESS	TNRT ADVANTAGES
<ul style="list-style-type: none">• Global brand recognition• large user base• Focus on meditation and stress relief.	<ul style="list-style-type: none">• Limited personalization• primarily meditation-based• rely heavily on freemium models	<ul style="list-style-type: none">• Offers a premium-only model with personalized AI guidance• Reflection tools• Actionable growth strategies that go beyond meditation.

BETTER UP (COACHING PLATFORM)

STRENGTH	WEAKNESS	TNRT ADVANTAGES
<ul style="list-style-type: none">• Professional coaching marketplace• Strong corporate partnerships.	<ul style="list-style-type: none">• Focused mainly on enterprise clients• Less accessible for individuals or startups.	<ul style="list-style-type: none">• Blends individual guidance and business development services with coaching making it accessible to both entrepreneurs and individuals seeking transformation..

TONY ROBBINS ECOSYSTEM (COACHING, PRODUCTS)

STRENGTH	WEAKNESS	TNRT ADVANTAGES
<ul style="list-style-type: none">• Strong brand authority• High-priced coaching and events..	<ul style="list-style-type: none">• Personality-driven• Limited scalability outside of events and high-ticket products...	<ul style="list-style-type: none">• A scalable ecosystem driven by technology (AI app, digital products) combined with services, making growth tools more accessible and repeatable.

Market Plan



ABOUT

- The Next Right Thing (TNRT) positions itself as a premium growth brand built on the values of Love, Kindness, Respect, and Truth. All messaging emphasizes authenticity, transformation, and actionable guidance.
- Tagline: Lead With Love
- Tone: Inspirational yet practical — blending storytelling with structured growth tools.
- Differentiator: Unlike competitors, TNRT combines personal growth + business strategy + coaching under one unified brand.

TARGET AUDIENCES

- Individuals seeking growth – Professionals, entrepreneurs, and those looking for daily clarity, guidance, and accountability
- Small-to-mid-sized business owners – Companies needing branding, strategy, and market positioning support.
- High-end coaching clients – Leaders and entrepreneurs seeking transformational one-on-one mentorship.

CUSTOMER ACQUISITION STRATEGY

CONTENT FUNNEL

- Social Media: Daily motivational content on TikTok, Instagram, YouTube Shorts, LinkedIn, and Facebook.
- Long-Form Video Series: Weekly 2–3 minute educational videos that build thought leadership.
- Email Marketing: Capture leads via free content, nurture them with insights, and convert into paid products and app subscribers.

APP LAUNCH AND PROMOTION

- Launch Campaigns: Pre-launch waitlist, beta tester testimonials, and influencer partnerships.
- Pricing Strategy: \$19.99/month positioned as a premium but affordable tool.
- Retention: Daily engagement tools (prompts, tracking) to ensure high customer stickiness.

DIGITAL PRODUCT GATEWAY

Affordable digital products (\$9.99+) act as the first paid step, building buyer trust and leading to higher-value offerings.

BUSINESS DEVELOPMENT SERVICES

- Outreach via LinkedIn, business networking groups, and strategic partnerships.
- Packages (\$2,500+) positioned as affordable consulting alternatives with the personal touch.

Market Plan Cont.

HIGH END COACHING

- Marketed through exclusivity and scarcity — limited spots annually at \$25,000.
- Client acquisition via referrals, speaking opportunities, and personal brand credibility.

MARKETING CHANNELS

- Organic Social Media: TikTok, Instagram Reels, YouTube Shorts, Facebook, LinkedIn.
- Paid Advertising: Retargeting ads for digital products and app subscriptions.
- Partnerships: Collaborations with wellness influencers, business coaches, and mental health advocates.
- Events & Podcasts: Appearances to build credibility and reach new audiences.

LAUNCH STRATEGY AND TIMELINE

- Phase 1 (0–6 months):
 - Build brand presence via content.
 - Launch initial digital products.
 - Build pre-launch waitlist for app.
- Phase 2 (6–12 months):
 - Launch TNRT AI Self-Guidance App.
 - Scale social media presence and email marketing.
 - Begin onboarding business development clients.
- Phase 3 (12–24 months):
 - Expand into partnerships, affiliate programs, and media features.
 - Launch exclusive one-on-one coaching cohorts.
 - Explore live events and licensing opportunities.

Financial Plan

REVENUE STREAMS

- AI Self-Guidance App – Subscription model (\$19.99/month or \$199/year).
- Digital Products – Journals, planners, printables (\$9.99+).
- Business Development Services – Lower emphasis (selective, \$2,500+).
- High-End Coaching – Very limited availability (\$25,000 per client).

PRICING MODEL AND ASSUMPTIONS

- App Subscriptions: Aggressive scaling through marketing, partnerships, and viral content.
- Digital Products: Supplemental income, average spend \$20/year per customer.
- Business Development & Coaching: Small but high-margin, used as credibility builders, not core revenue.

PROJECTED REVENUE (CONSERVATIVE)

Year 1 (Launch Year)

- App: 2,000 subscribers → \$480,000
- Digital Products: 1,000 customers → \$20,000
- Business Development: 10 clients → \$25,000
- Coaching: 3 clients → \$75,000
- Total Revenue: \$600,000

Year 2 (Growth Year)

- App: 10,000 subscribers → \$2.4M
- Digital Products: 5,000 customers → \$100,000
- Business Development: 15 clients → \$37,500
- Coaching: 5 clients → \$125,000
- Total Revenue: \$2.66M

Year 3 (Scale Year)

- App: 50,000 subscribers → \$12M
- Digital Products: 15,000 customers → \$300,000
- Business Development: 20 clients → \$50,000
- Coaching: 8 clients → \$200,000
- Total Revenue: \$12.55M

Financial Plan Cont.

OPERATING COST

- App Development & Maintenance: \$250,000 (increases with scaling).
- Marketing & Advertising: \$500,000 (heavy focus on app subscriber growth).
- Operations & Admin: \$150,000.
- Team & Contractors: \$250,000.
- Total Estimated Costs: ~\$1.15M annually by Year 3.

PROFIT PROJECTIONS

- Year 1: \$600,000 revenue – \$750,000 costs → (\$150,000) net (startup loss).
- Year 2: \$2.66M revenue – \$1M costs → \$1.66M profit.
- Year 3: \$12.55M revenue – \$1.15M costs → \$11.4M profit.

FUNDING REQUIREMENTS

To accelerate app growth, TNRT will require \$1M in seed funding to cover:

- Robust app development and feature scaling (\$400,000)
- Aggressive marketing and influencer campaigns (\$400,000)
- Team expansion and operational support (\$200,000)

This investment positions TNRT as a high-margin SaaS (Software as a Service) growth brand with 8-figure revenue potential within 3 years.

Future Plans & Milestones

Year 1: Launch & Foundation

- App Development & Launch
- Finalize app build, testing, and UX optimization.
- Launch subscription-based AI Self-Guidance App at \$19.99/month.
- Target: 2,000 subscribers in Year 1.
-

Brand Awareness & Content Growth

- Daily social media content across TikTok, Instagram, YouTube, LinkedIn, and Facebook.
- Build email list through free content funnel.

Digital Products

- Release complementary journals and planners to reinforce brand.

Selective Coaching & Business Development

- Limited slots for coaching



MILESTONES

2026

- Reach 2000 subs
- Launch digital products
- Complete 5 business projects
- Enroll first one on one client

2028

- Scale to 25,000 subs
- Expand app features
- Build a TNRT community
- Begin small TNRT events

2030

- Reach 50,000 subs
- Launch TNRT Academy
- Expand business services
- Have 5 one on one clients

2032

- Add new verticals under the TNRT umbrella
- Begin exploring acquisition or Series A/B funding

In Closing

The Next Right Thing (TNRT) is more than a company — it's a movement to help individuals and businesses grow with clarity, purpose, and alignment. With the foundation of Love, Kindness, Respect, and Truth, TNRT is positioned to become a global leader in personal growth and business development.

We believe the timing is now: the demand for actionable self-guidance tools, premium digital solutions, and authentic leadership has never been greater. By combining a scalable AI-powered app with complementary products, services, and high-end coaching, TNRT offers a unique opportunity for meaningful impact and exponential growth.

Join us in building a brand that not only scales, but transforms lives and businesses — one decision at a time.

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