

CALEB CONKLIN

The **second-in-command** you can't afford to hire four times — in one person.

Most operators run one play. I'm built for four. Twenty years bottom-to-top across sales, operations, and ownership — paired with the depth to talk to the soul of a business and the humor to carry a team through the hard part. **I'm not a niche. I'm a franchise.**

ONE OPERATOR · FOUR ROOMS · SAME HOUSE

LEADERSHIP

THE OPERATOR

Floors, teams, pressure, P&L. Motivation that was earned, not borrowed.

WATCH-TIME

THE SHOWMAN

Makes the team laugh mid-rebuild. The pattern-interrupt that holds attention.

DEPTH

THE SPIRITUAL WARRIOR

Sits with people in the hard stretch and doesn't flinch. Grounded, not guru.

EXECUTION

THE BUILDER

AI, systems, content — built in public, with receipts. Watch me build it.

WHAT I DO FOR FOUNDERS

You've got revenue and a team that's fraying. You're burnt out and stretched four directions. I plug in as the operator who's run real floors and P&L, resets the culture, makes content that carries the brand, and ships systems that stick — without you hiring four separate people to do it.

Who it's for: founder-led companies in the \$1-10M stretch · creators & coaches with reach but a missing room · AI & productivity tools that need a real operator in the trenches, not a demo.

THE RECEIPTS

- '22-'26 **Asst. Store Manager, Lowe's** — ops, P&L, inventory, team leadership, top-district merchandising.
- '18-'22 **Owner, Integrated Power Wash LLC** — built a business + its online booking & payment systems from nothing.
- '07-'18 **Sales & collections** — closer, online sales manager, client development. Trust, conflict, compliance.
- Now** **AI-certified** (ChatGPT, Claude, MidJourney) — strategist's brain, showman's mouth.

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*I'm a creator with a built-in audience of people rebuilding after setbacks — they trust me because I've done it, bottom to top, more than once. I can make a room **laugh, think, or move**. Whatever the business needs, I'm the room you're missing.*