



JAY ROOKE, J.D.

The Over-Educated Entrepreneur

"I help movers and shakers navigate the transition from employee to entrepreneur"

A member of Forbes Coaches Council, Jay Rooke, J.D. is a trained executive and business coach who resides in wine country in Sonoma, California. In addition to 1x1 coaching, he facilitates Mastermind Groups for kick-ass business leaders and entrepreneurs. A former attorney for the City of New York, Jay spent a decade in corporate, working for big companies like Merck pharmaceuticals and NBC Sports, down to small startups, as well as owning his own restaurant. Jay is also the Co-Founder of GivingKicks.com, a charitable initiative to provide 1,000 shoes to 1,000 underprivileged kids when they go back to school in the fall.

JAY'S MOST POPULAR MEDIA TOPICS

✓ ENTREPRENEURS NEED TO HAVE GAME, BUT SHOULDN'T BE PLAYERS

The importance of identifying one's niche clients (versus pleasing all comers) and techniques on how to identify niche clients. Once most entrepreneurs focus in on a niche, their business model and marketing efforts tighten up, and it becomes less overwhelming to run the business and conversion rates go up.

✓ ARE YOU THE BOOKKEEPER OR THE BOTTLE WASHER?

Identifying what role the entrepreneur will play in the business. Just because you can do everything doesn't mean you should do everything. Most entrepreneurs dilute their effectiveness by throwing themselves into the business and taking on too many roles versus focusing on their areas of giftedness and then structuring the business around that.

✓ DON'T BE THE UNDERDOG

The quality of our thoughts determines the quality of our decisions. Most entrepreneurs adopt an underdog mentality and unconsciously run their inner-dialogue from the perspective of their inner critic. When entrepreneurs learn how to navigate the emotional roller coaster of launching a venture, they're in a better position to leap frog their competitors and avoid the common pitfalls that many business owners make.

PRAISE

"I've worked with many business coaches...Jay outs them all because he's able to bring the business savvy yet keep it personal." —**J.A.**

"Jay did an outstanding job presenting goal setting strategies to our team. His presentation was professional, concise and full of value points that we could implement moving forward."
—**Bill Facendini**

CONTACT

✉ Jay@JayRookeCoaching.com

☎ (917) 363-7599

➦ JayRookeCoaching.com



@JayRooke / @TribeCreator
@JayRookeCoaching