



Designing a Growth Architecture for a Founder-Led Boutique Amplifier Brand

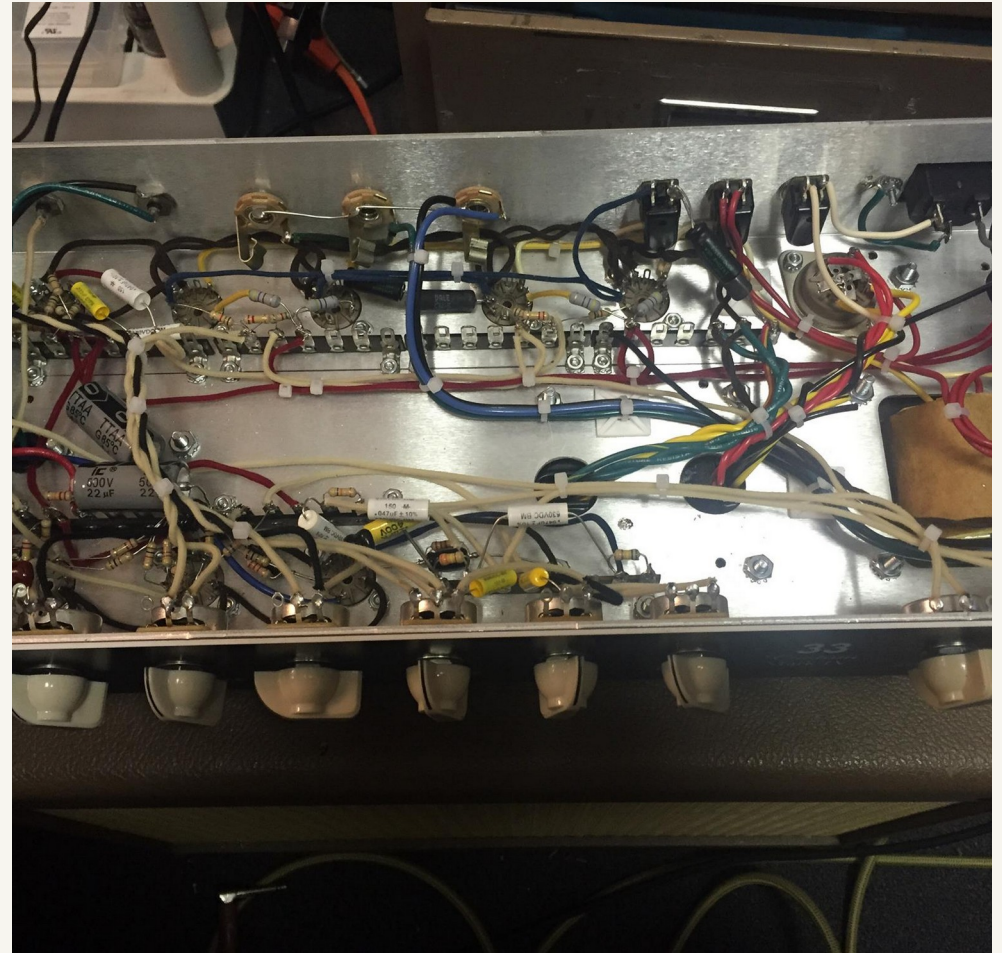
A STRATEGIC BUSINESS PLAN CASE STUDY

Built From the Past.

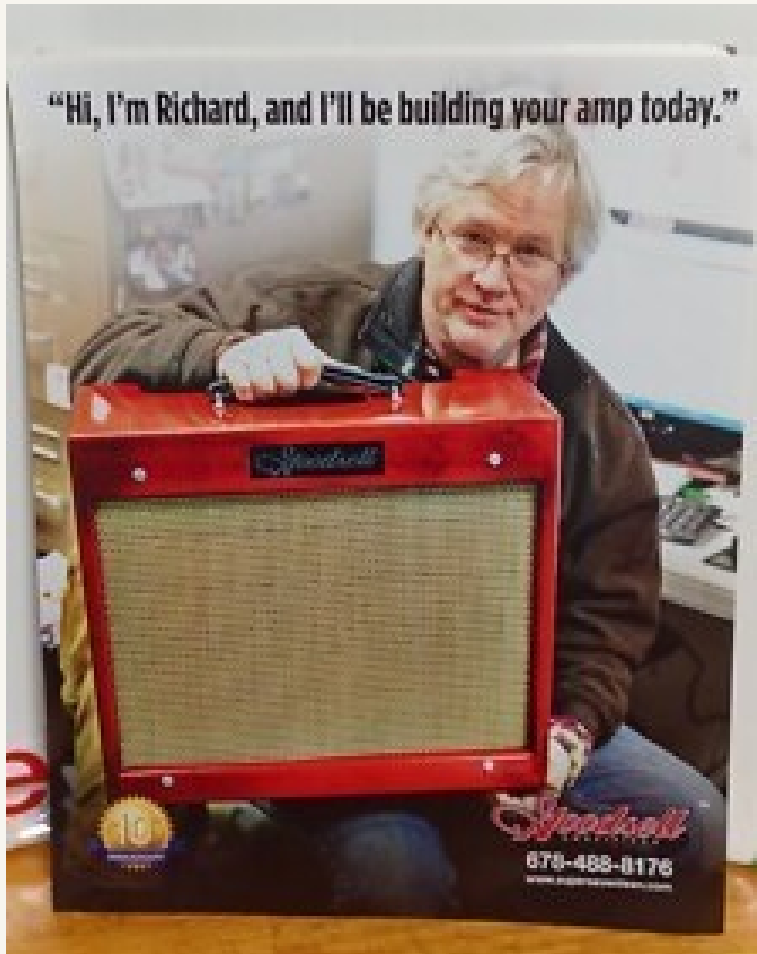
Before the Goodsell Electric Instrument Company was an amplifier company, Richie Goodsell was known around Atlanta for vintage Hammond organs - finding them, repairing them, harvesting parts and keeping old machines alive. Many knew him as the "B3 King".

Those parts became the raw material for small, low-wattage guitar amplifiers: new amps built with the knowledge, components and sensibility of another era.

The product had a story before it had a business model.



Rooted In Passion. Built On Relationships.



From day one, Richard Goodsell has led with integrity, craftsmanship and a commitment to players.

- Personal relationships drive the brand
- Built one amp at a time
- Word of mouth created demand
- Respected by players and peers

The foundation is real. Now it's time to build the the business to match the reputation

THE PROOF

The Product Wasn't the Problem.

Independent press and player response had already validated the line.

VINTAGE GUITAR

GOODSELL SUPER 17

"Reviewed as part of the boutique line's growing press recognition."



GUITAR PLAYER

GOODSELL SUPER 17

"Remarkable touch sensitivity and harmonic richness."



PREMIER GUITAR

GOODSELL SUPER 17

"One of the best amps we've played this year."



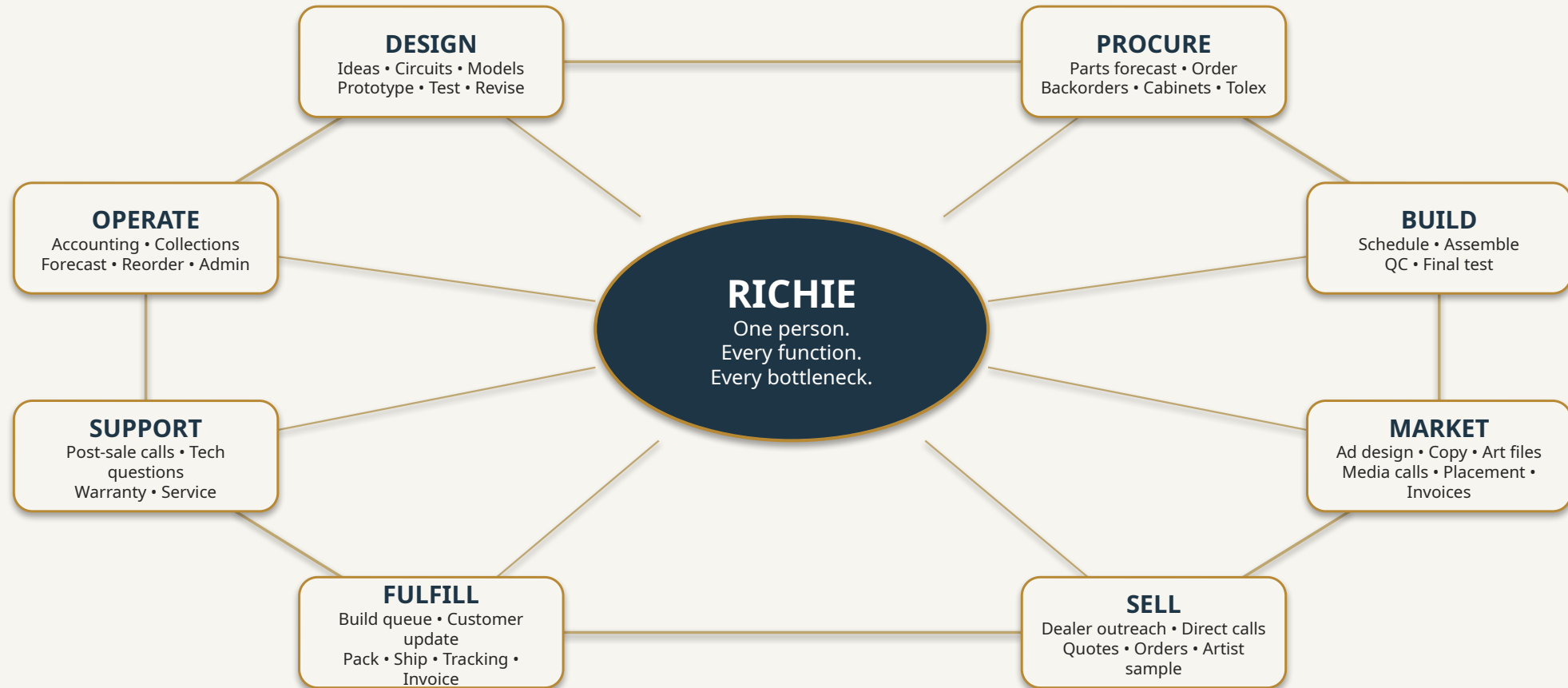
The challenge was not making a better amplifier.

It was building a business capable of carrying the demand the product was already creating.

THE LOOP

Every Success Created More Work.

One founder sat inside every handoff of the operating cycle.



The loop never flowed in one simple direction. Work constantly hopped back and forth across the functions.

Success fed the loop — and every path still came back to Richie.

THE PATTERN

Eventually, Working Harder Stops Working.

This is not a Goodsell problem. It is a founder-led business pattern.

The same personal effort that gets an idea off the ground can become the ceiling once demand grows beyond one person's capacity.



ONE MAN ACCOUNTABILITY.

A Business Architecture, Not an Ad Campaign.



You planted the seeds, you farmed the land.

So, what's next?

This is how we can develop, expand and maximize YOUR brand.



A plan was designed to separate the founder's unique value from the work that did not require the founder.

The concept created three product levels - Good, Better, Best - each with a different relationship to Richie's hands, production capacity, price and customer involvement.

The objective was conceptual: create a path to broader revenue, a deeper product line and a more transferable business without stripping away the reason customers cared about Goodsell in the first place.

The Concept: Two Hands. Four Hands. More Hands.

GOODSELL

TWO HANDS

Founder-built

Richie builds, signs and ships. Premium materials, custom involvement and pricing that reflects his time.

BETTERSELL

FOUR HANDS

Founder-supervised

A small in-house team builds under Richie's direct supervision. Standardized work, no custom changes, final signoff remains his.

BESTSELLER

MORE HANDS

Founder-designed

A more approachable line designed by Richie and assembled offshore to reach new price points, markets and future premium customers.

Open Another Door Into the Brand.



DICKIEBYRD

Concept / prototype

A lower-cost, higher-velocity product concept offered another way to translate Richie's design voice into a format that could reach customers outside the hand-built tier.

The point was not to make the premium product cheaper. It was to create a different rung on the ladder.

Put on the Lab Coat.

PEDALS, PEDALS, PEDALS

The fastest growing category in the MI Market.

**Continue with your current offering.
Wired under Richie's supervision in house.**



**Expand your designs for both in house and over seas production.
Time to put on the lab coat!**



"Your amplifier investment is critical; at Goodsell Electric Instruments we are doing everything possible to provide the highest possible value when you purchase one of our products." --Richard Goodsell

The plan also looked beyond amplifiers.

Pedals created another entry point into the Goodsell brand - products that could be designed around Richie's ideas, built under supervision or adapted to different production models.

The recommendation was to expand the design bench while protecting the premium amplifier story.

**More products. More price points.
More ways into the brand.**

Build Something a Buyer Could Actually Buy. A founder can sell a job. A buyer wants a business.

The longer-term objective was to develop the assets that make a company transferable: a successful name, a diverse product line, an established customer base and a model that could fit into a larger distribution system.

BRAND

Name & reputation

PRODUCT

Depth & segmentation

CUSTOMERS

Repeatable demand

SYSTEM

Less founder dependence

The plan was a roadmap toward that architecture - not a claim that it had already been built.

The Ceiling Is Often the System.

Founder-led companies often reach a point where demand, ideas and opportunity are no longer the scarce resource.

Capacity is.

The strategic job is to identify what only the founder can do, protect it, and redesign everything else so the business can grow without asking one person to simply work harder.

All small companies are at risk of being caught in this cycle. Identifying it and creating unique plans to breakthrough are what Center Punch Marketing is all about.



Demand can keep pouring in
after capacity is already full.



DESIGN THE VISION. BUILD THE SYSTEM. DELIVER THE EXPERIENCE.

