SELFMADECODEX · BUTCHER

He did not leave advertising with a business plan

Jack Butcher turned visual explanation into Visualize Value

Selfmade CODEX

The story in numbers

Over 1.2 million f

His personal and branded social media profiles had more than 1.2

REPORTED

Over $70,000

A separate passage describes an initial launch bringing in more

REPORTED

More than $1 milli

The business was described as generating more than $1 million pe

REPORTED

Where the numbers come from

Every figure in this document was checked against its original source. Here is how they break down:

Independently reported · 16   Self-reported · 20   Not verified · 2

> a $1 million per year product business and a media platform with an audience of more than 500,000 people.
>
> READTHEPROFILE.COM · INDEPENDENTLY REPORTED

0 1

The Exit Was Not the Product

Jack Butcher left advertising, but leaving a job did not immediately create freedom.

Butcher worked as a creative director in advertising. By his own account, he had about eight years of agency experience before starting his own agency around the end of 2017 or the beginning of 2018.

He left his day job in January 2018. The agency was meant to give him more control. Serving corporate clients eventually burned him out, according to his own account.

The useful part of the story starts there. He did not begin with a complete business plan. He began with a way of thinking: take a complex idea and make it easier to see.

- 2010: He moved to New York to work at a graphic design agency, by his own account.
- January 2018: He left his day job to build his own agency.
- Early 2019: He began publishing a new visual every day.

> Dates and experiences marked as self-reported come from Jack Butcher's own accounts.

02

From Agency Service to Product

Visualize Value began as content, then became a response to demand.

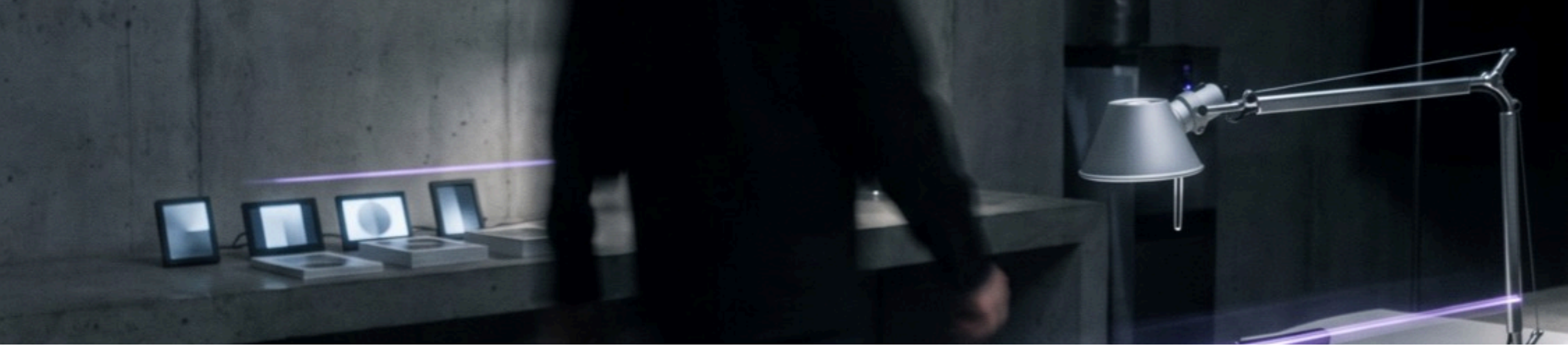
Butcher had used pitch decks to explain client businesses. He turned that skill into a public format: simple visuals built around ideas, systems, and business concepts.

He created a Twitter and Instagram account called Visualize Value. At first, by his own account, it was mainly a lead-generation tool for his agency. The audience was not the business yet. It was a distribution channel.

That changed when people started asking for more than consulting could provide. The product came after repeated public work and visible demand.

- Audience: people following the ideas and visuals.
- Media: social posts, email, podcasts, Instagram, and LinkedIn.
- Products: courses and other education products.
- Additional work: consulting, collaborations, and talent connections.

> The material describes Visualize Value as a product business supported by a media platform.



03

The Steps Were Small

The distance from agency work to a sellable product was crossed in sequence, not in one leap.

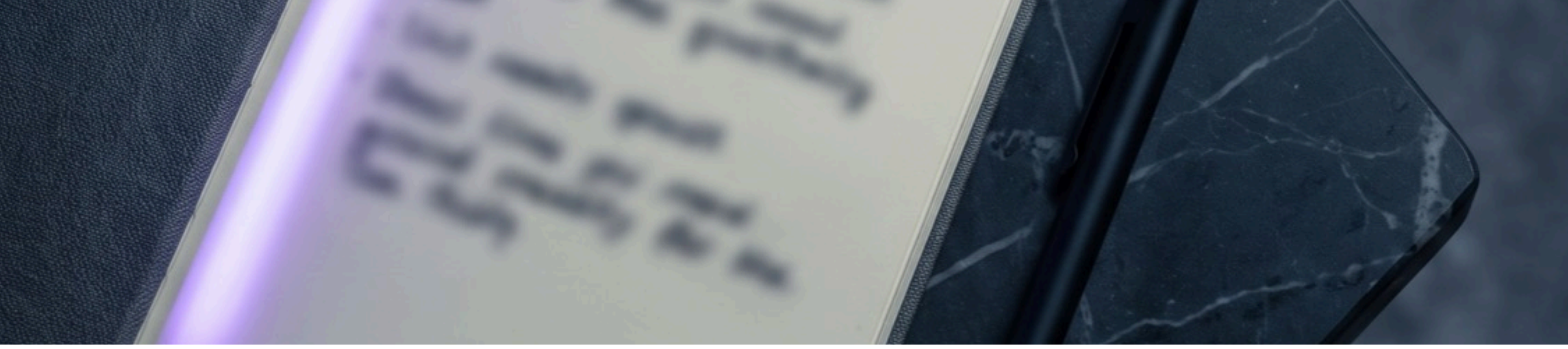
First, Butcher built an advertising agency. Then he noticed that pitch decks were a focused version of what clients actually needed: a clearer way to understand their business.

Next, he published that kind of thinking through Visualize Value. He changed the account name from "scale_trust" to Visualize Value and used Twitter and Instagram as open distribution.

In early 2019, he started posting a new visual every day. The repetition created a body of work. The body of work created questions. When consulting capacity could not absorb the demand, he built the course "How to Visualize Value" in public and pre-sold it.

He created that course in seven days. The important sequence was not agency, audience, course as separate ideas. It was agency experience, public proof, demand, then a product.

- Choose a capability you already use for clients or projects.
- Turn that capability into a repeatable public format.
- Publish often enough for people to understand what you do.
- Watch for requests that repeat.
- Pre-sell a focused answer before building a larger catalog.



0 4

Monetization Followed Demand

The first offer was not invented in isolation. It was shaped by what people were already asking for.

Visualize Value initially supported agency lead generation, according to Butcher's own account. The audience helped people find the work before there was a standalone course business.

The first real course was "How to Visualize Value." He built and sold it in public after demand from people online, according to his own account. Later, he created additional education products, including "Build Once, Sell Twice," created in July 2020.

The material describes several revenue streams: courses and products sold to an online audience, consulting, collaborations with authors and companies, and connections between startups and talent from the community.

- Lead generation for agency work.
- Pre-sales for a focused course.
- Additional education products.
- Consulting and collaborations.
- Community-based talent connections.

> Reported figures vary across the supplied material. One passage gives 509 sales and $51,000 in less than two weeks as self-reported; another describes an initial launch bringing in more than $70,000. These figures are not treated as directly comparable.

05

Distribution Was the Engine

The product had a chance because the work kept appearing where people could find it.

Butcher used open networks such as Twitter to reach beyond existing connections. He shared finished visuals, behind-the-scenes work, and the process of building courses in public.

The visual system was deliberately narrow. By his own account, he used black, white, and occasionally gray, with Rubik as the main font. He also constrained shapes, time, and platforms. Fewer choices made repeated publishing easier to recognize and easier to continue.

The audience grew faster in March 2020. The supplied material records more than 1.2 million followers combined across personal and branded social profiles. A separate profile described the media platform as reaching more than 500,000 people.

He also used mystery-oriented giveaways to grow the newsletter. One giveaway added approximately 2,000 subscribers in one to two days, according to his own account.

- Publish a clear idea, not only an announcement.
- Show the work behind the offer.
- Use product visuals to make the customer transformation visible.
- Build an email channel rather than relying on one platform.
- Collaborate across fields and distribute through multiple formats.

> Follower and reach figures are presented as reported in the supplied material and describe different measurements.

06

The Friction Was Ordinary

The mistakes were not dramatic. They were expensive because they were easy to overlook.

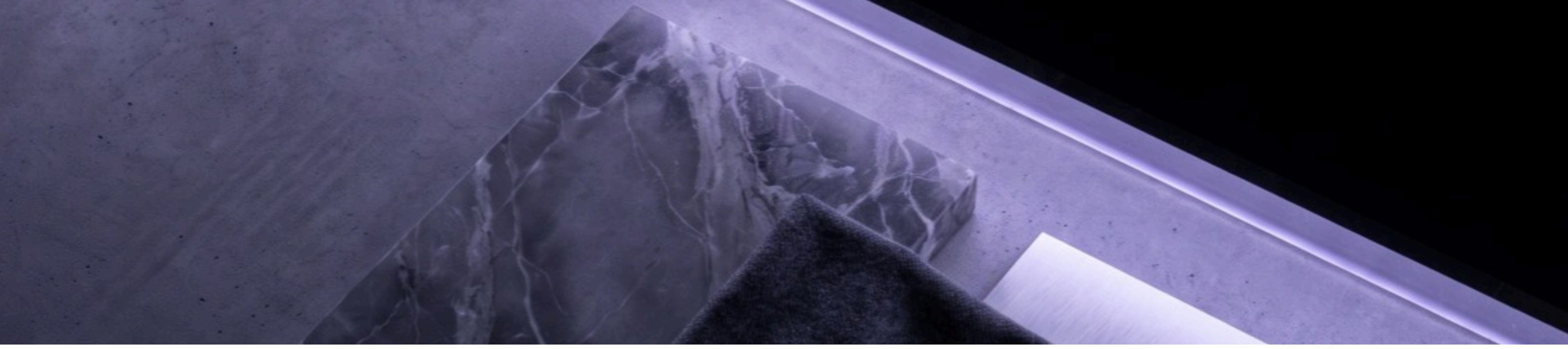
Butcher paid higher transaction fees because he did not realize Gumroad had a pro plan. The problem was not strategy. It was an unchecked operational detail.

He initially promoted products with generic product boxes instead of using the visual approach that made Visualize Value recognizable. The promotion looked less like the work than the work itself.

He also spent too much time choosing typefaces and styles before constraining the system. Once the visual rules became narrower, consistency became easier.

There was another recurring risk: visibility is not automatic. If promotion stops, people have fewer chances to discover and buy the product.

- Review platform fees before sales begin.
- Make the sales page express the same point of view as the product.
- Set creative constraints before polishing details.
- Treat distribution as part of the product system, not as a final launch task.



07

Five Lessons Worth Keeping

The story is less about visual design than about reducing uncertainty through public work.

1. Publish before you build something large. Public work tests whether your thinking creates attention and demand.

2. Constraints are productive. A limited palette, a small set of shapes, and one main typeface can make consistent work possible.

3. Process is evidence. Showing how the work is made gives people a reason to trust the offer.

4. A product can begin as a response. It does not need to arrive fully formed before people ask for it.

5. Distribution does not happen once. A product people cannot discover is difficult to evaluate, regardless of its quality.

- Ask: What idea can I explain clearly this week?
- Ask: Which requests have appeared more than once?
- Ask: What constraint would make publishing easier?
- Ask: Where can people see proof instead of a promise?
- Ask: Which channel do I control if a platform changes?

0 8

How to Start the Model Today

Do not copy the surface. Rebuild the sequence around your own useful knowledge.

Start with a problem you already understand from work, study, freelancing, or a side project. Pick one narrow idea that can be explained visually, verbally, or through a small practical demonstration.

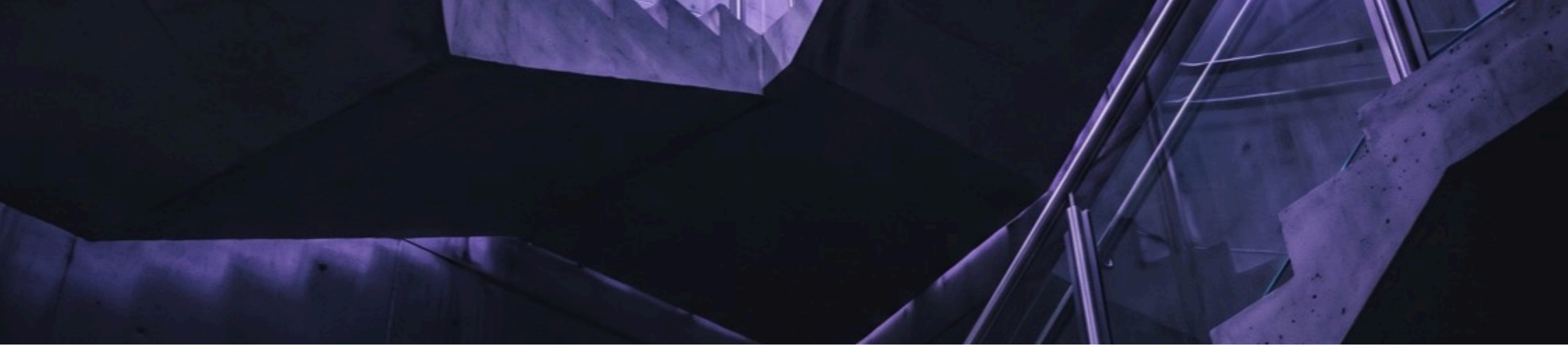
Choose one public format and a small system of constraints. For example: one platform, one recurring structure, one visual treatment, and a fixed publishing rhythm. The point is not to produce a perfect brand. It is to make the next piece easier to finish.

Publish enough examples for a pattern to become visible. Record the questions people ask. When the same problem keeps returning, describe a small paid solution before building a broad course.

Pre-sell only what you can define honestly: the problem, the format, the delivery window, and what is not included. Then build from the questions and evidence that appear.

- Today: write one clear explanation of a problem you know.
- This week: publish several versions in one consistent format.
- Next: collect repeated questions and test a narrow offer.
- Later: turn the strongest repeated explanation into a product.

> This is an adaptation of the documented sequence, not a promise of a particular result or timeline.



0 9

Tools and Resources

Use simple tools that shorten the distance between an idea, a published example, and a customer conversation.

For distribution, the material names Twitter, Instagram, LinkedIn, podcasts, and email. Open networks can provide reach, while an email list gives you a channel that is less dependent on one platform.

For selling, the material names Gumroad. Compare the platform's current plans and transaction fees before choosing it or another storefront. Butcher's fee mistake is a reminder to check the business mechanics early.

For production, use a repeatable visual or editorial system. The documented Visualize Value approach used a restricted palette and Rubik as its main font. The useful resource is not the exact style. It is the discipline of limiting choices.

For research, keep a record of audience questions, sales objections, requests, and examples of work that earn a response. That record can guide a product more reliably than an abstract five-year plan.

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Tools and Resources (2)

- Publishing: Twitter, Instagram, LinkedIn, podcasts.
- Audience ownership: email newsletter.
- Sales: Gumroad or a comparable storefront after fee research.
- Design system: limited colors, shapes, fonts, and formats.
- Validation: public examples, repeated questions, and pre-sales.

> No affiliate recommendations are included. Tool names are listed as resources described in the source material, not as endorsements.

Sources & transparency

Every figure in this document comes with its source. Anything the person only stated about themselves is marked as self-reported.

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• Jack worked in advertising agencies before building Visualize Value. — About 10 years [UNKNOWN] Quelle https://growthinreverse.com/jack-butcher/

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• He used pitch decks as the basis for a more focused agency deliverable. — Pitch decks [SELF-REPORTED] Quelle https://www.businessofbusiness.com/videos/jack-butcher-visualize-value-interview/

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• His audience began growing faster in March 2020. — March 2020 [FACT] Quelle https://growthinreverse.com/jack-butcher/