

# Join the S90 Accelerator - Start Your Online Business in 90 Days

A 12-Week Live Cohort Experience // Jan 19th - April 4th, 2026

S90 is an 12-week live group accelerator program for coaches, creatives, consultants and service-based solopreneurs that want to start an online business that starts to make “live anywhere” money within 90 days of launch.

**Are you wanting to start a side-gig or are growing a small business but are:**

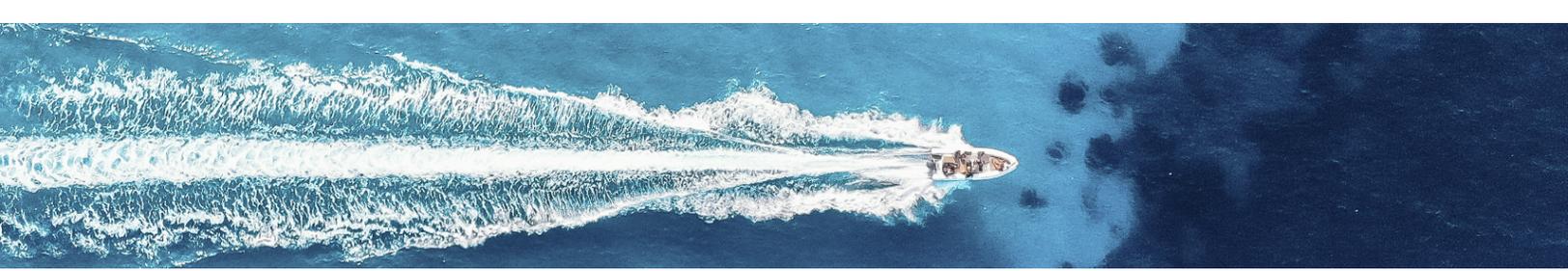
- unsure which of your 19 business ideas you should pick and pursue
- overwhelmed when you think about what to work on next in your business
- unclear on how to actually land clients that pay you enough to afford a vacation
- stalled out at the thought of trying to build a website, social media, lead magnet etc.
- wearing 23 different hats in your business that are outside your skillset
- lonely and tired of opening up your laptop feeling like it’s just you building this thing
- confident you can create something incredible if only you had the right support

If that’s you, you should keep reading....

Hey, my name is Caleb.

I’ve been building businesses for nearly 20 years, was a partner in an 8-figure startup, raised \$50M and have advised 50+ small business owners on how to start, build and scale successful online businesses.





My wife Kelly Jo and I run a marketing + design agency and I provide launch/growth strategy for coaches, creatives and serviced-based business owners that want a robust online presence that works for them while they sleep.

We have a really strong track record in helping founders like you build successful online ecosystems and have our own six-figure company we run from a small Caribbean island where we make our own schedule and homeschool our kids.

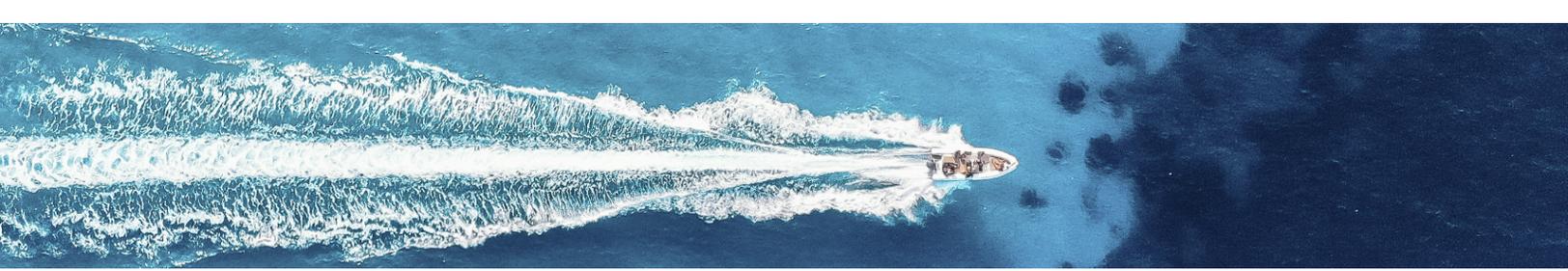
Over the past year, I repeatedly have people coming to me with the same challenges: *lack of clarity on how to start their business, what to offer/price, overwhelm at how to land clients, how to make their brand cohesive, land sales etc.*

That's why I'm stoked to offer a new live cohort experience that brings solopreneurs together in a powerful group coaching model **designed to help you get your business or side-gig off the ground, expand your network and start making money in 90 days.**

This program brings together countless wins, failures and 100K+ of personal coaching investment/insights we've learned from nearly 30 years combined business experience.

So with that, let me announce that the first **S90 Accelerator cohort kicks off Jan 19th - April 4th, 2026.** This program contains not only my proven frameworks, systems and strategies I've used in my 1:1 coaching to help founders launch but also contains accountability, a week-by-week roadmap, on-demand training and one-of-a-kind tools and design systems that'll save you 10s of hours of time and make it look like you hired an agency to build this all for you.

So whether you're wanting to launch or level-up their online business/presence in 90 days with strategy, systems and soul (*not hustle*)...S90 is for you.



Here's what you'll get as a part of this program:

### **#1 Clarity on what you're doing, who you're serving and how to structure your offer**

- get clear on how your unique story, skills & passions fit into a marketplace offer
- lay out a plan to build a sustainable business you'll love building years from now
- craft an Ideal Client Avatar that's so on-point it'll 10x every aspect of your copy
- build a profitable offer ladder in line with the market & your ideal buyer's journey

### **#2 Expert guidance on your tech stack, opt-ins, funnels and email nurturing**

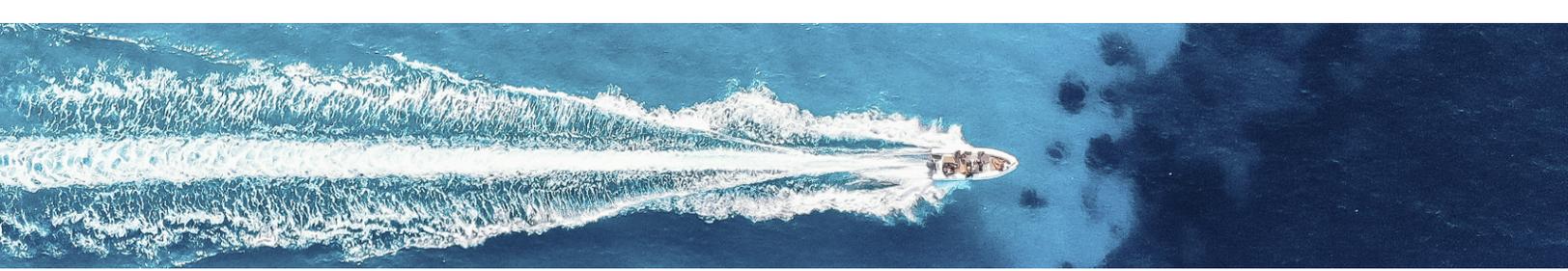
- figure out which growth strategies best fit with your natural strengths & goals
- craft a compelling email magnet offer that builds your email list of warm leads
- install email nurturing campaigns that grow your business while you sleep

### **#3 Practical guidance, frameworks and challenges to make sales during the cohort**

- no more sitting on the sidelines or wondering what's possible (build momentum)
- activate your warm network and build a new one that's ready to buy your offering
- accountability and guidance to land your first clients (or grow your current pipeline)
- hands-on sales training from a sales expert who's raised \$50M & trained teams

### **#4 Build the foundations for an online ecosystem that'll work for you 24/7**

- apply best-practice in your the top-mid-bottom of your marketing funnel
- install lead magnets, email sequencing and sales automations that scale your time
- build an intentional online community that expands your reach and impact
- learn to activate a referral network that'll send you business leads out of the blue



## **#5 A network of peers and A-players that have your back from day one**

- find the encouragement, accountability and support you've lacked as a solopreneur
- gain a network of new friends, collaborators, partners and advisors for the long-run
- get daily support from Caleb + weekly strategy & implementation co-working hours
- learn from experts in our bonus training workshops and masterclass events

## **#6 A collection of proven systems that can save you \$15K+ in vendor fees**

- a ShowIt website template you can leave as-is or customize (VIP Tier)
- a proprietary app to create powerful web copy even if you're not a good writer
- a branding kit with templates that make you look like you hired a top designer
- swipe copy email nurture sequences and best-practice guidance docs
- the S90 app to create your ICA, 90-day roadmap, refine your offers and more

## What's included in the program

1. **Access to private community Circle until 4/30/26**
2. **Access to weekly on-demand video trainings & exercises until 4/30/26**
3. **(12) 90-min Weekly Group Coaching & Hot Seat sessions**
4. **48-hours of "Open Implementation Hours"** (2 2-hr sessions weekly)
5. **Daily personalized Loom Video Q&A responses from Caleb**
6. **Brand Kit Template (Canva)**, includes:
  1. Logo & Color Palette Templates/Ideas
  2. Freebie Opt-In Templates
  3. Slide Deck Template



7. **Access to The S90 App (until 4/30/26)** that includes:

1. **Your Ideal Client Avatar Generator** - bring your ideal client to life
2. **Your Value Ladder Planning Tool** - outline how your offers work together
3. **Your 90-Day Roadmap Planner** - craft your curated 90-day game plan
4. **Your In-House AI Copywriting Pro** - an AI copywriter tailored to your ICA

8. **Email Nurture Sequence Swipe Copy Folder**

1. (1) Welcome sequence
2. (1) Freebie Delivery sequence
3. (1) Post-Purchase Delivery

9. **Mini-Tutorial Courses**, including:

1. How to setup your Kit or Flodesk autoresponder
2. How to launch your StanStore in a weekend
3. ShowIt SOP How-To Library
4. A crash course in Zapier integrations

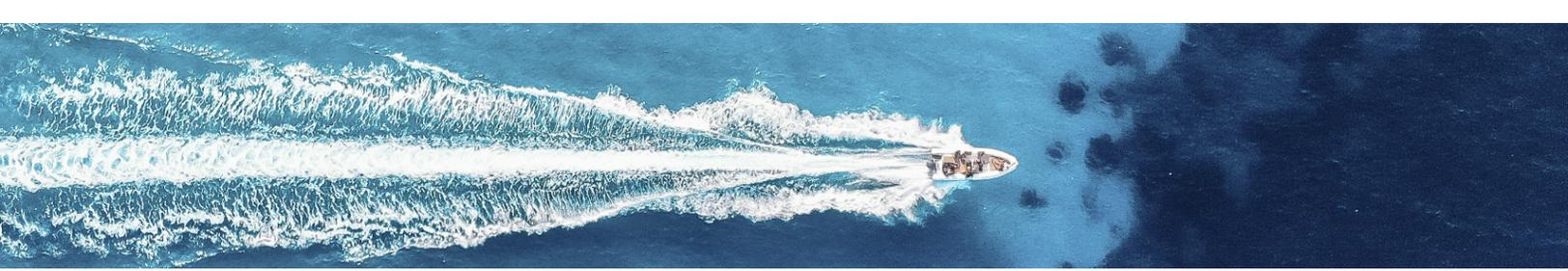
10. **Bonus Trainings**, including:

1. How to build custom AI-powered apps in Lovable
2. How to setup your LLC and tax foundation

VIP Clients can choose one pre-made **ShowIt website template** that you can customize for your business. Clients pay us \$5000 - \$10,000 for websites like this. ShowIt examples:

[Normal40](#) // [Salt & Waves](#) // [Pathway to Pass](#) // [Nourished Motherhood](#)

If you want to retain access to the community, S90 app, growing S90 network and get access to all future cohort events/trainings/templates, you'll have the opportunity to stay in as an S90 alumni for a monthly fee after the cohort ends.



## Weekly Themes - 12 Week Program Roadmap

- **Week 1:** Prep Your Mindset & Clarify Your Value Proposition
- **Week 2:** Identify Your Dream Buyer & What They Really Want
- **Week 3:** Craft a Compelling Offer Your Dream Buyer Can't Pass Up
- **Week 4:** Build an MVP Offer You Can Start Selling In 2 Weeks
- **Week 5:** Put Initial Tech Stack In Place (& How To Future-Proof)
- **Week 6:** Raise Awareness & Make Your First Sale (Offline or Online)
- **Week 7:** Land Sales Naturally, Without Feeling Salesy or Pushy
- **Week 8:** Leverage The Power of Email Marketing (Freebies, Nurturing Etc.)
- **Week 9:** Building a Consistent Online Marketing Cadence That Draws People In
- **Week 10:** Catch Up + Implementation Week to Batch Create Your Content
- **Week 11:** Leverage: How to Maximize AI & When To Hire Team/Experts
- **Week 12:** Final Implementation Week, Celebrate & Wrap Up

Each week you'll go through a self-paced video training, join a 90-min group coaching/hot seat session and specific challenges designed to build momentum in your business. You need **5 hours a week** available to invest in your business to maximize the program.



## How to join the next S90 cohort (*doors open now*)

These are deliverables our clients pay us thousands of dollars for. If you were to add up everything inside - the coaching, community, systems, website templates, apps, tools, swipe copy, mini-trainings, implementation calls etc. - **it would cost \$35,000+**.

That's not realistic for you nor sustainable for me. Instead, I'm charging less than that and putting the very best of what I've learned in 18+ years of building my own (and my client's) into *one program that will be optimized, refined and made as transformative for you as possible* (without breaking the bank).

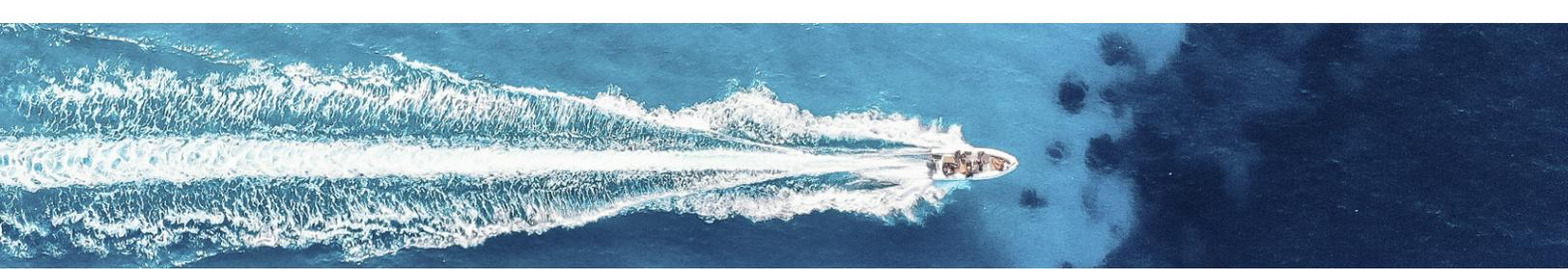
If you're tired of feeling lonely, overwhelmed at your to-do list or afraid another year is passing you by (and you haven't launched the darn thing yet)...this is your sign. **The S90 Accelerator and a whole new tribe of friends is waiting for you!**

S90 Standard	S90 VIP
<ul style="list-style-type: none"><li>• <b>Everything outlined above</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Everything outlined above +</b></li><li>• <b>1 ShowIt website template &amp;</b></li><li>• <b>5-hrs of design credit</b> with our team to customize your website</li></ul>
\$5997 or 3 payments of \$2197	\$7497 or 3 payments of \$2747

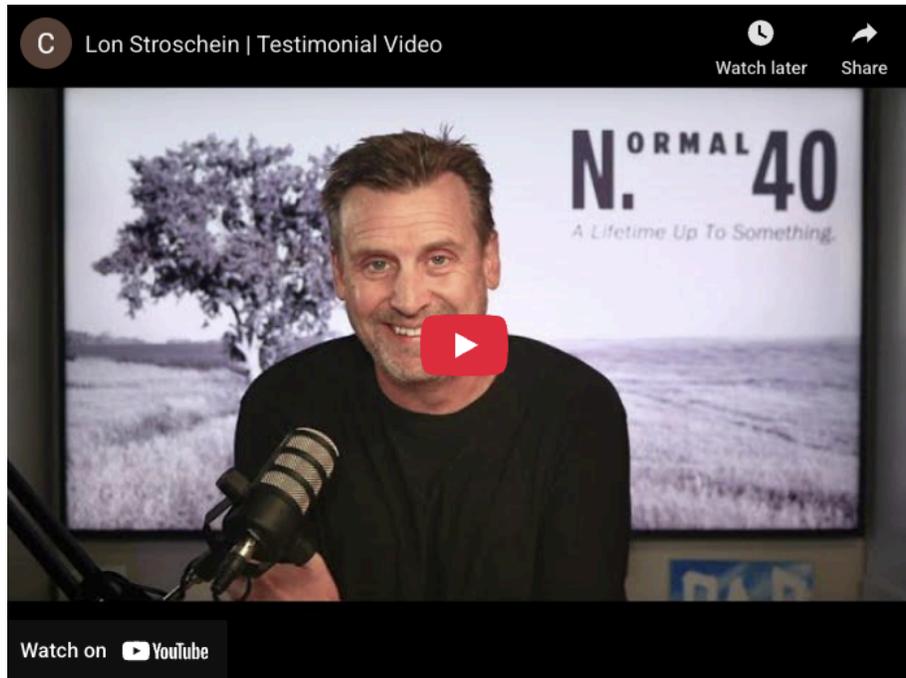
 **BONUS: Pay in full by 12/31/25 & get a (2) 1-hr 1:1 strategy calls with Caleb**

I always want to vibe-check who's joining so please schedule a quick call with me to confirm this is a fit. I'll send you a checkout purchase link after our call if it is.

**>>>> APPLY TO JOIN & BOOK A 30-MIN DISCOVERY CALL <<<<<**



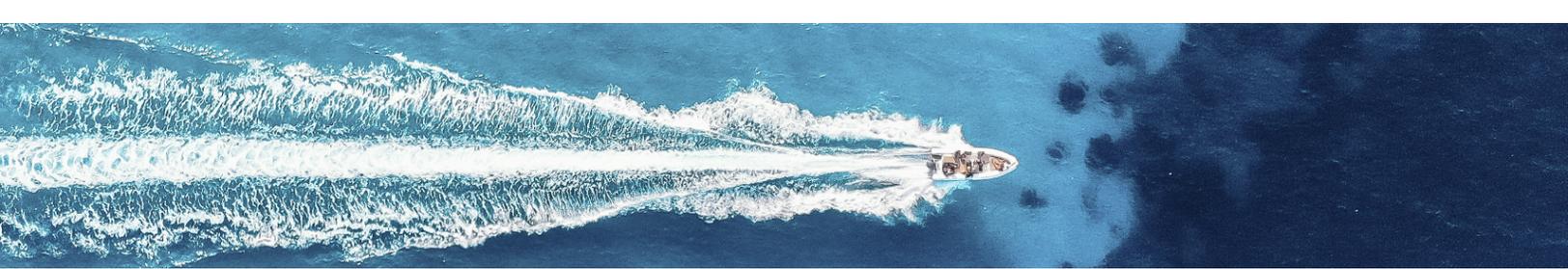
What other business owners say about working with us



👉 [Watch Lon Stroschein of Normal40's testimonial video](#)



👉 [Watch Jackie McManus of KJ Media's testimonial video](#)



👉 [Watch Kendall Bachman of Baseline Pickleball's testimonial video](#)

"Caleb is a business development coach and technical wizard. His deep understanding of online community, business development, and automation have been a life saver. If anyone is looking for someone to help them as you get started with an entrepreneurial endeavor, reach out to Caleb.

I could have learned these things on my own, but it would have taken 100s of hours, more gray hairs in my thinning mane, significant anxiety, and a lot less time with my family. Investments that have been well worth it. Thank you, Caleb, for helping me and making this process easier."



**Dr. Patrick O'Malley**

Physician & Entrepreneur



“Caleb is one of the sharpest systems thinkers I’ve had the pleasure of working with. He has a unique ability to cut through complexity and zero in on the business levers that truly drive impact. Whether it’s optimizing processes or refining strategy, Caleb consistently brings clarity and focus to the table.

What sets Caleb apart is his ability to balance big-picture thinking with tactical execution. He makes sure the right things get done. If you’re looking for someone who can navigate complexity, streamline decision-making, and keep the business focused on what truly moves the needle, I highly recommend Caleb.”



**Namaan Mian**

COO At Management Consulted

"Caleb really helped me to review my offerings, pricing, and ideal clients - to give me guidance, advice and feedback for the new year. I have a clearer idea now of what I need to do, and how to take it forward for my business.

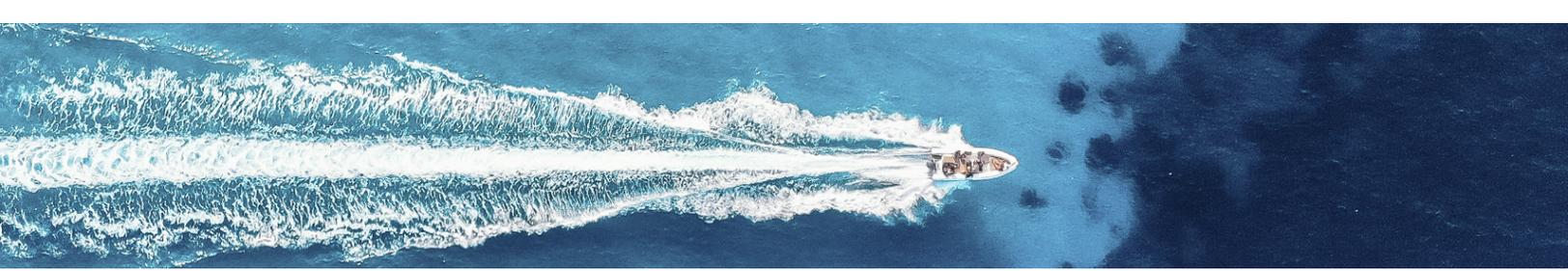
I would highly recommend Caleb as a business coach, sales coach, and consultant if you want to organize, define, and systemize your business to get results."



**Sarah Jones**

Leadership Coach

**I have more testimonials and client referrals available upon request!**



## FAQs - Is This Right For You?

### ***What if I still don't know exactly what business model or offer I should pursue?***

That's something that will be clarified and developed in the first 30 days of the program. If you already have an idea of your business or side-gig, you'll just build momentum faster.

### ***Can I actually succeed in this program while working a demanding full-time job?***

You want to have at least 5-hours set aside weekly to make the most of this program. If you can't commit to that, you should wait until you have more margin OR re-assess what you can shift around to make this a priority in your schedule.

### ***What if I invest in this and still don't land clients or make progress?***

You ultimately determine your own business success. We'll give you the very best tools, strategies and training we've used to launch/grow our own online businesses to 6-figures and will support/encourage you every week but we cannot guarantee your outcomes. If you're looking for someone to build your business for you, this program isn't the right fit. We'll build it with you, instead.

### ***I'm not tech-savvy. Will you help me set up the tech stack and automations?***

We have mini-course training on the top recommended tech platforms and we run 4-hrs a week of open implementation hours where we can screenshare and look at your tech stack/automations together.

### ***Do I need an audience or email list before joining?***

No. We'll show you how you can start selling your offer without those things in the beginning while teaching foundations to build a growing list/audience over time.

### ***Is there any personalized coaching, or is it all group-based?***

It's a mix. You'll get group coaching every week but the open implementation hours are a time for more personalized support. Plus I'm in the community every day and will give you personalized loom videos/answers. If you pay in full by 12/31/25, you get 2-hrs with Caleb.



## **CONTACT**

*Have more questions?*

Reach out to Caleb Preston at [caleb@saltandwaves.co](mailto:caleb@saltandwaves.co) or **615-266-3361**.

## **IMPORTANT: EARNINGS AND INCOME DISCLAIMER**

Preston Cove LLC DBA Salt & Waves Co. provides education, coaching, and training for entrepreneurs. We do not sell a business opportunity, income guarantee, or “get rich quick” program. The S90 Accelerator program is designed to help you learn proven business principles, but your results will always depend on your own effort, time, skills, market conditions, and many factors outside our control.

Any testimonials or examples shared are individual experiences from past clients. They are not promises of what you will achieve. Results vary and are not typical. Many people who purchase educational programs do not take consistent action, do not complete the material, or apply the material in different ways that lead to different outcomes.

We do not guarantee that you will earn money, attract clients, or achieve specific financial or business milestones. You should always do your own due diligence and speak with a qualified professional if you need financial, legal, tax, or business advice.

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