

Fix your positioning in 10 days. Ship the asset that closes deals.

Built for founder-led SMBs doing **\$1M–\$25M** who generate leads but lose deals to fuzzy messaging, drifting pitches, and sales/marketing misalignment.

Fixed scope. Fast timeline. Tangible deliverables.

ICP & Segment Priority

Positioning & Messaging

Offer Packaging

Sales Enablement

1 Conversion Asset Shipped

OUTCOMES BY DAY 10

- **Clear ICP** your team can name in one sentence
- **Differentiated positioning** sales will actually use
- **Sharper offer** that's easier to say yes to
- **One shipped conversion asset** — landing page, nurture, or pitch narrative
- **30/60/90 rollout plan** with next-best actions

WHY YOU NEED THIS

- Leads come in, deals stall
- You can't articulate why you win
- Pitch drifts from call to call
- Sales and marketing tell different stories

WHAT WE NEED

- Website + current pitch materials
- Any analytics you have
- 6–10 survey responses
- Optional: 3 customer contacts

DELIVERABLES

- 1 **ICP + Segment Prioritization** — pains, triggers, buying committee
- 2 **Positioning + Messaging System** — value pillars + proof points
- 3 **Offer Packaging** — what's included, pricing logic, risk reducers
- 4 **Sales Enablement** — Why us / Why now, discovery Qs, objections
- 5 **Conversion Asset** — landing page OR 5–7 email nurture OR pitch narrative

TIMELINE (10 BUSINESS DAYS)

- 1 **Days 1–2** Intake + data review + stakeholder interviews
- 2 **Days 3–5** ICP + positioning draft + competitive teardown
- 3 **Days 6–7** Messaging + offer packaging + sales talk track
- 4 **Days 8–9** Build the conversion asset + enablement
- 5 **Day 10** Executive readout + 30/60/90 rollout plan

PRICING TIERS

CORE SPRINT

ICP + messaging + 1 conversion asset

\$3,500

GROWTH SPRINT

MOST POPULAR

Core + offer packaging + sales enablement + rollout plan

\$5,000

MARKET LEADER SPRINT

Growth + customer interviews + competitive matrix + measurement plan

\$7,500

OPTIONAL RETAINER

\$1,500–\$3,000/month (5–8 hrs) — message testing, landing page iteration, campaign guidance, KPI check-ins.

Next step: Book a 30-minute fit call.

If there's alignment, we lock a start date and begin intake immediately.

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