Marketing & Sales Review

1-2 weeks | Fixed fee, quoted before work starts

Marketing is busy. New business isn't following.

Focus

One offer, one customer segment and your current marketing and sales activity. This is a standalone review; you can use the recommendations without buying further work.

Work included

I review existing marketing and sales material, customer evidence and available performance data, and speak with the accountable leader and people doing the work. I identify the priority issue, supporting evidence and questions that still need answering.

What you leave with

A practical action plan and one worked strategic example, such as a buying message, offer structure or campaign brief. We walk through the recommendations, decisions and responsibilities together.

Your part

Provide access to relevant material, customer and sales evidence, and the people involved. An accountable leader needs to make decisions and arrange any implementation after the review. A small team can be a good fit.

Commitment and costs

The written proposal confirms the fee, payment dates, deliverables and completion point. Implementation, finished asset production, media spend and external tools are outside the review fee. The review can clarify whether you are ready for further work; it does not guarantee leads or revenue.

Strategy & Demand Generation

90-day project | Total project fee paid monthly

Turn scattered plays into a focused way to win business.

Focus

One priority market, one offer and one primary acquisition approach. We reuse useful research and strategy you already have. You can start here directly.

Work included

I work with your marketer or implementation owner to define the buyer, customer problem, offer, positioning, core message and proof requirements. I develop a demand-generation plan and production briefs for agreed outreach, advertising, landing pages, customer proof or sales material.

Direction and review

I provide creative direction and review work against the briefs. We agree qualification, follow-up, responsibilities and measurement, review the available buyer response and recommend changes. Finished asset production and campaign operation are outside this scope.

Your part

Provide customer access, commercial evidence, decisions and sales follow-up. Your team or separately commissioned providers create finished assets and operate campaigns. You need practical capacity to put the plan into action.

Commitment and costs

The written proposal confirms the total project fee, monthly payment dates, deliverables, review points, client inputs and handover. Media spend, finished production and external tools are additional. Further work is agreed separately; buying ongoing support is optional.

Ongoing Growth Support

Ongoing | Monthly retainer and agreed capacity

Keep marketing moving without the CEO driving every task.

Focus

Senior direction, campaign management and coordination with your marketing and sales team. You can start here directly; a review or strategy project is not a prerequisite.

Work included

I take responsibility for agreed priorities: customer research, strategy, positioning, offers and messages; demand-generation planning and campaign management; and briefing and coordinating production. I work alongside your marketer and support sales messaging, proof, qualification and follow-up.

How we work

We agree targets, priorities, planning and reporting. Additional markets, offers and launches can be considered within the agreed capacity. The retainer is not unlimited execution or an in-house production team.

Your part

Provide access, timely decisions and approvals, accurate commercial data, live sales conversations and follow-up. Your team or separately paid providers produce finished copy, design, video, landing pages, customer stories and sales assets.

Commitment and costs

The written proposal confirms the fee, payment dates, capacity, responsibilities, review points, change and notice terms. Media, production, tools, external costs and applicable taxes are additional. You normally contract and pay producers directly. Commercial response depends on execution, buyers and sales cycles; revenue uplift is not guaranteed.