

## A Guided Messaging Sprint

A high-pressure, 2-week sprint to extract your real message - the one that aligns product, marketing, and sales. No outsourced clarity. You do the work. We make sure it lands.

### When this work becomes non-negotiable:

- Launching a new product
- Fundraising or rebranding
- Hiring marketers who need direction
- Scaling a team

### What it cost:

# \$3.300

### What it replaces:

Months of pitch rewrites, and endless "what do we actually say?" meetings

- ✔ **5x60 minute calls** (60-90 minutes each)
- ✔ **Actionable homework** after every session
- ✔ Done inside **14 days**, no dragging

## The Sprint Timeline

5 Calls → 2 Weeks → Total Clarity!

### Call 0: Onboarding

- Set goals, align team
- Lock in the timeline

### Call 1: Founder Force

- Vision, beliefs, and bets
- What's driving this business?
- + Homework to own insights and use prompts to surface what you've missed.

### Call 2: Product Force

- Review Founder Force
- Translate belief into product proof + positioning
- + Homework

### Call 5: Singular Advantage

- We synthesize all four forces
- Find one real message that makes the business unignorable

### Call 4: Category Force

- Map direct + indirect competitors
- Decode positioning gaps
- + Homework

### Call 3: Customer Force

- Define the ICP and insight stack
- Prep interviews
- + Homework

## Who does what?

### You:

→ Show up, own the insight, do the work

### SA team:

→ Ask the hard questions, challenge gaps, guide the synthesis

## What you leave with?

1. Founder-led strategic narrative, not outsourced
2. Messaging your team believes in and can use
3. One clear, **ownable Singular Advantage**
4. A repeatable way to think, research, and evolve your message

**Ready?** Let's build the only message that scales: the one that's true.

**Book a Call**