

## A Guided Messaging Sprint

A high-pressure, 2-week sprint to extract your real message - the one that aligns product, marketing, and sales. You do the work. We make sure it lands.

- ✔ **6x60 minute calls** (60-90 minutes each)
- ✔ **Actionable homework** after every session
- ✔ Done inside **14 days**, no dragging

What it cost:

**\$3.300**

When it becomes non-negotiable:

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

## The Sprint Timeline:

6 Calls → 2 Weeks → Total Clarity!

### 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 3: Customer Force

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

### Call 6: Singular Advantage

- Finalize the Singular Advantage
- Outline where and how to apply it

### Call 5: Synthesis + Draft

- Identify the intersections across all 4 forces
- Draft the Singular Advantage anchors

### Call 4: Category Force

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