A FLAT-FEE TASTING MENU

SAM SHEV

Positioning, Pipeline & AI — Served À La Carte

EVERY COURSE QUOTED FLAT · STARTERS IN A DAY, MAINS IN A WEEK

APPETIZERS

small plates, delivered in 24 hours — an easy way to start

Tech Blog ..... **$750** 24 HRS

A bylined article of up to 1,200 words for your blog, written to your brief by someone who understands your tech. One round of revisions included, $50 per additional round.

Single-Page SEO/GEO Review ..... **$400** 24 HRS

One page tuned for search and AI answer engines (GEO): SEO/GEO kit, JSON-LD schema, and rewritten copy.

Founder Post Pack ..... **$450** 24 HRS

Thought leadership without the writing. Send one call recording, transcript, or voice memo and get five publish-ready LinkedIn posts in your voice, plus a posting order for the week.

CHEF'S SPECIALS

the house's own recipes — built, not just advised

AI Transformation Sprint SIGNATURE ..... **$1,400–1,800** 1 WK

A ranked map of where AI replaces manual work across marketing and RevOps, scored by hours saved and effort, a 90-day rollout plan with tools and costs, and one automation built and running live. Your answer to "what are we doing with AI?"

GTM Sanity Check SIGNATURE ..... **$1,400–1,800** 1 WK

A written scorecard built from your funnel data: the three biggest leaks ranked by pipeline impact, a keep, fix, or cut call on every channel, and a 30-day fix list. Spend your next dollar where it pays.

MAIN DISHES

à la carte positioning & growth, cooked to order

Marketing Ops & Lead Scoring Audit ..... **$1,400–1,800** 1 WK

A documented lead scoring model built from your closed-won data (criteria, points, MQL threshold), a lead handoff map with response-time rules, and a ranked CRM fix list, so sales trusts leads and acts faster. Marketo, HubSpot, Salesforce.

Messaging & Positioning Teardown ..... **$1,200–1,600** 1 WK

A one-page positioning statement, a messaging framework (value prop, three pillars, proof points), and a consistency log across your site, deck, and outbound with the rewritten lines to fix each gap. One story the whole team and sales can repeat.

Homepage / Landing Page Conversion Review ..... **$1,000–1,400** 1 WK

Your page annotated line by line, a list of fixes ranked by likely conversion impact, a rewritten headline and call to action, and a plan for the first three tests. More conversions from the traffic you already have.

Off the Back Burner ..... **Market Price** 1 WK

The relaunch, rebrand, campaign, or marketing ops build that has been stuck for months. Scoped in writing on one call, quoted flat, and shipped finished within the week. The stalled project, finally off your team's plate.

Formerly on the marketing line at Lightbits Labs, Ava Protocol, Postman, and iManage. Every course above is something I built and ran myself, not a framework borrowed for the occasion.

To order, email the dish you want. The clock starts at kickoff, once payment and inputs are in.

Market Price items are scoped on one call, then quoted flat before work begins — never hourly.

SAMSHEV.COM · SAM@MAIL.SAMSHEV.COM