A FLAT-FEE TASTING MENU

SAM SHEV

Positioning, Pipeline & AI — Served À La Carte

EVERY COURSE FIXED-PRICE · ONE WEEK, TABLE TO TABLE

CHEF'S SPECIALS

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

AI Transformation Sprint — SIGNATURE — $1,400–1,800 — 1 WK

Where AI can replace manual work across your marketing and RevOps stack — lead scoring, CRM hygiene, content, distribution — mapped into a prioritized rollout, with one automation built live as proof.

GTM Sanity Check — SIGNATURE — $1,400–1,800 — 1 WK

Channel mix, ICP clarity, and funnel stages — a clear-eyed read on where the current motion is actually leaking.

THE MENU

à la carte positioning & growth, cooked to order

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

Lead scoring, MQL-to-SQL handoff, and CRM hygiene (Marketo, HubSpot, or Salesforce) — rebuilt around real intent signals, not activity noise. Delivered as a written audit with a rebuilt scoring model or process map.

Messaging Audit — $1,000–1,400 — 1 WK

A clear-eyed read on your value prop and message consistency across site, deck, and outbound — tightened into one voice.

Positioning Teardown — $1,200–1,600 — 1 WK

Where you actually sit versus the category, and how prospects perceive you today — reframed, and sharpened toward how you want to be seen.

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

Structure, copy, CTAs, and friction — annotated line by line on the page doing your heaviest commercial lifting.

Off the Back Burner — Market Price — 1 WK

The relaunch, rebrand, campaign, or marketing ops build that's been stuck for months — scoped on one call and shipped within the week, not written up as a report.

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.

FLAT FEE ONLY NO HOURLY BILLING ONE REPORT OR WORKING SESSION

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

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