

# OUTSIDER ADVANTAGE

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Strategic Positioning &  
Go-To-Market System

# Become the story others tell.

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Every market can be influenced. The question is whether you are shaping that conversation — or just participating in it. The companies that earn outsized attention are not the loudest or the biggest. They are the ones with a position so clear and so specific that customers, partners, and even competitors cannot help but repeat it.

The Outsider Advantage methodology is a 2-day facilitated intensive that stress-tests your company's strengths against live market data. Together, we analyze 100+ competitors, surface the patterns the market rewards, identify the gaps no one is claiming, and forge a strategic position that is uniquely yours — backed by evidence, not wishful thinking.

You leave with more than a strategy deck. You leave with an interactive system your whole team can access — a living knowledge base with AI that answers questions, tracks your competitors, and keeps your positioning sharp long after we leave the room. A process, a platform, and a partner on your journey to market influence.

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## THE 2-DAY INTENSIVE

# Eight phases. Two days. One strategic position you can build everything on.

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## 01 Company Deep-Dive & Pre-Workshop Research

We analyze everything you share — documents, website, brand assets — and build your initial dashboard before you walk in the room.

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## 02 Strengths Audit & Priority Ranking

We surface every capability and differentiator you have — including the ones you take for granted — then rank them by market importance.

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## 03 Market Intelligence — 100+ Competitors & Trend Analysis

We map your competitive landscape, identify market trends, and show where they threaten or validate your current positioning.

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## 04 Strengths Re-Ranking — Updated with Real Market Data

Now informed by real competitor and market evidence, we re-prioritize what you should lead with.

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## 05 Competitive Mapping — 20 Closest Competitors & White Space

We deep-dive on your 20 closest competitors and reveal the positioning territories no one is claiming.

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## 06 Customer Deep-Dive — Who Matters Most & Where You Win

We profile your highest-stakes customers, score every feature for impact and uniqueness, and map where you uniquely deliver.

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## 07 Your Strategic Position — The One Claim Only You Can Make

We synthesize six phases of evidence into a single strategic position that is unique to you and impossible for competitors to credibly claim.

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## 08 Execution Blueprint — Go-to-Market Plan, Brand System & Guardrails

You leave with a complete action plan, visual brand system, and a decision filter that keeps your team on-message after we leave.

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### Included: The Outsider Advantage Book

A signed copy of the published methodology — your reference guide to the framework we apply together.

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## THE LIVING SYSTEM

## Two dashboards that think, answer, and evolve.

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Your engagement produces two custom-built interactive web applications — not static reports. Each is deployed to the cloud, accessible from any device, and designed to grow more valuable over time.

## DASHBOARD 01 — STRATEGY

### Outsider Advantage Research Dashboard

12 interactive sections capturing your complete strategic picture — your company's identity, ranked strengths, competitive landscape, customer insights, strategic position, brand narratives, and go-to-market plan. Every decision documented. Every recommendation backed by evidence.

## DASHBOARD 02 — MARKETING

### Go-To-Market Marketing Hub

Your complete go-to-market system in one interactive portal — research, strategy, production assets, and activation plans across 22+ sections.

## RESEARCH &amp; STRATEGY

- Customer profiles & personas
- Competitive landscape analysis
- Real customer language research
- Channel, SEO & AI search analysis
- Brand positioning & messaging
- Funnel & pricing strategy
- Launch campaign plan

## READY-TO-USE ASSETS

- Landing pages (copy + HTML)
- Ad copy & creative briefs
- Email sequences & templates
- Social media content library
- Sales one-pagers & battle cards
- Lead magnets & PDF guides
- Video scripts & webinar funnels

#### Built-In AI Chat & Voice



Ask questions about your strategy in plain language. Chat or speak — the AI answers from every deliverable, data point, and decision from your engagement. Your leadership team gets 24/7 access.

## ENGAGEMENT OPTIONS

## Choose the depth that matches your ambition.

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## OPTION A

### Workshop + Strategy Dashboard

## \$25,000

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- 2-day facilitated strategy intensive
- Pre-workshop research on your company & market
- A strategic position only your company can own
- 1 interactive strategy dashboard with AI chat & voice
- Signed copy of the methodology book
- Strategy guardrails so your team stays aligned

## OPTION A + B — BEST VALUE

### Workshop + Full Marketing System

## \$35,000

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#### Everything in Option A, plus:

- A second dashboard — your complete go-to-market marketing hub
- Deep research across customers, competitors & channels
- 8+ strategy playbooks (positioning, funnels, launch, growth)
- Ready-to-use landing pages, emails, ads & sales materials
- 2 interactive dashboards, both with AI chat & voice
- 5-round quality review (creative, conversion, compliance)
- Training materials so your team can execute without us

#### Option B as standalone build

Already have your strategic positioning? The go-to-market marketing dashboard can be built independently for \$25,000. You then choose your monthly hosting (\$500) or agentic deployment (\$1,500 – \$8,000) tier. Bundling both options together saves \$15,000.

Travel and expenses billed separately. 50% due on signing, 50% on delivery.

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MONTHLY SERVICES

# Your strategy stays alive. Your execution stays current.

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KEEP IT CURRENT

**Strategic Intelligence**  
\$1,500 /mo  
Month-to-month

Your dashboards stay live, fast, and up to date  
Your team gets 24/7 AI-powered answers about your strategy  
Every month, we update your competitive and market intelligence  
Every quarter, we check your execution still matches your strategy  
New wins, learnings, and data continuously added to your system

KEEP IT RUNNING

**Agentic GTM Teams**  
\$5,000 – \$8,000 /mo  
3-month minimum

**Everything in Keep It Current, plus:**  
Dedicated AI agent teams deployed against all your go-to-market content and assets  
Agents autonomously publish, optimize, and manage your social channels  
Agents run SEO & AI search optimization across Google, ChatGPT, Perplexity  
Agents build, send, and A/B test your email campaigns  
Agents produce new creative assets on-demand as your strategy evolves  
Agents keep sales tools current — one-pagers, battle cards, pitch decks

A LA CARTE

**Agentic Services Menu**  
Usage-based pricing  
Scales with your needs

**Add individual services as you need them:**  
Website design & development (headless CMS)  
Agentic call center & conversational AI  
Paid advertising management (Google, Meta, LinkedIn)  
Advanced analytics & reporting dashboards  
Additional agentic deployments against any dashboard deliverable  
*Pricing based on estimated monthly usage and organization size.*

— Dashboard hosting with AI-powered chat & voice available standalone at \$500/month for clients who need access only.

MULTI-LOCATION & FRANCHISE

# One strategy. Every market. Localized intelligence.

Each location gets its own dashboard showing local competitors, local SEO performance, and locally tailored marketing content — all connected to the master brand strategy set by HQ.

LOCATIONS	PER LOCATION / MONTH
1 – 10	\$500
11 – 25	\$400
26 – 50	\$350
51 – 100	\$300
100+	\$250

INCLUDED PER LOCATION

- Local dashboard view with local metrics and competitors
- AI chat & voice scoped to location + master brand
- Local SEO optimization & Google Business Profile management
- Localized social publishing & creative assets
- Local sales tools & competitive battle cards

3-month minimum per location. Pilot rollout of 5-10 locations recommended. 10-15% discount for 12-month commitment. HQ subscribes to monthly services separately.

# Next steps.

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## 01 Select your engagement

Choose Option A (\$25,000) or Option A+B (\$35,000). We confirm scope and schedule your intensive dates.

## 02 Pre-workshop onboarding

You provide existing materials — documents, brand assets, website access. We ingest everything and deliver your initial dashboard before you walk into the room.

## 03 The 2-day intensive

In-room facilitated sessions across all 8 phases. Your dashboards update live as we work. You leave with a complete strategic system, not a deck of recommendations.

## 04 Choose your ongoing support

From keeping your dashboards and intelligence current at \$1,500/month, to deploying full agentic teams that autonomously execute your go-to-market — choose the level that fits your team.