

Philip Morgan

Services Overview

Solving problems with your positioning, lead generation, & business model leverage using a coaching-centric model.



I help indie developers and digital agencies solve four problems:

1. Stuck on crafting a positioning
2. Need to generate more/better leads
3. Want more profitable/leveraged service offerings
4. Want to differentiate through point of view

I usually use a coaching-like delivery model (\$1,000 to \$16,000/month; price based on my likely impact)

1) Positioning

During the *explore* phase of an explore/exploit cycle, narrow, specialized focus is one of the best ways to get traction.

Specialization allows you to identify and secure a beachhead that leads you to better opportunities than you would otherwise have access to.

During the *exploit* phase, specialization is less important than other profit/revenue-increasing strategies.

- Approach: <https://philipmorganconsulting.com/specializing-and-positioning-an-independent-consulting-business/>

2) Lead Generation

Lead generation is a system or practice that helps you connect with existing demand. It does not create new demand.

In lead generation, three things matter more than anything:

1. Choosing lead generation approach(es) that match your *context*
2. Articulating a *solid reason* for prospects to pay attention to you
3. Investing in *consistent execution* of the lead generation activities you chose

“ If the mountain will not come to Muhammad, then Muhammad must go to the mountain. ”

- Approach: <https://opportunitylabs.io>

3) More Leverage/Profit

Re-imagining your service design every 18 to 36 months, even if you don't actually change your services that often, increases profitability & leverage in tandem with your deepening expertise.

“ All profit is derived from risk. --Peter Drucker ”

- Approach: Custom depending on your context & specifics.

4) Differentiation Through POV

A point of view is an argument (a claim of truth, supported by evidence) made in service of your audience's best interest, made from your clear and relevant perspective.

POV is "positioning squared".

- Approach:
 - <https://philipmorganconsulting.com/pov/what-is-a-point-of-view-for-consultants/>
 - <https://philipmorganconsulting.com/pov/articulating-a-pov/>
 - <https://philipmorganconsulting.com/povg>

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