

# **Philip Morgan**

## **Services Overview**

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

# I help dev shops with six 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
5. Want increase visibility and market impact through thought leadership work
6. Want marketing that feels more generous/less needy, to complement existing momentum or a direct response marketing initiative

I usually use one of two service delivery modes:

- Coaching (\$1,000 to \$16,000/month; price based on my likely impact)
- Done-for-you research (if needed to support your thought leadership work; \$10,000 minimum)

# 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://researchnotes.philipmorganconsulting.com/philip-morgan-research-notes/lead-generation-approach/>

### 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/>

## 5) Thought Leadership

Thought leadership is a long game, played in a spirit of service, focused on the market-facing question(s), transformation, or optimization you decide to own, and "won" by making your market into ever-more effective thinkers, deciders, and implementers.

Thought leadership requires five ingredients:

1. A thought leadership agenda
  2. Valuable experience and/or primary research
  3. A point of view
  4. A layered content creation and publishing plan
  5. A complementary offer or business model to monetize the investment in thought leadership
- Approach: <https://philipmorganconsulting.com/pov/what-is-thought-leadership/>

## 6) More Generous Marketing

Direct response marketing is a godsend for bootstrapping and, like steroids, its overuse is disfiguring. Its necessary complement is something like brand marketing.

Brand marketing is monetizeable generosity + a loose feedback loop.

- Approach: Custom depending on your context & specifics.



# Inquiries

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