

**You don't need better
digital marketing or more
authority; you need a better
professional network.**



The low-hanging fruit for most indie developers and small agencies is not content marketing or authority-building, it's professionalizing what you know you should be doing already.

What You Already Know You Should Be Doing

- Describing your value in a clear, memorable way
- Standing out from your competitors without niching yourself into a corner
- Doing business development like a professional:
 - Adding value before, during, and after the sale
 - Investing in, maintaining, and expanding your network
 - Properly valuing your work

OpportunityLabs Helps You Do This By Bundling

- Consulting: Helps you figure out your positioning, POV, and messaging
- Coaching: Helps you figure out how to efficiently do effective network-building and makes sure you always know what to say as you're doing it
- Accountability: Helps you maintain steady progress
- Resources: So you don't have to figure out process yourself

The Value Of Opportunity Labs

- Increase bizdev effectiveness with better positioning, POV, and messaging
- Overcome the tiny bits of friction that keep bizdev tasks accumulating cobwebs on the backlog on your TODO list
- Avoid bizdev overwhelm
- Make steady progress (turtle, not hare)
- Close an important gap between the "channel" that generates the most business and your deficient efforts to show up in that channel
- Use introvert-friendly means of accomplishing the above

Joining

- If you're a soloist -- or two partners who co-own the business -- with no employees, the price is \$9,000 USD.
- If you have 1 to 5 employees and do not want to increase your headcount, the price is \$12,000.
- If you have 1 to 24 full-time equivalents (FTEs) and do want to increase your headcount, the price is \$18,000.
- If you have 25 or more FTEs, the price is \$30,000 and you have the option to have me run separate 1:1 standups for your business development team.
- All fees are payable in 1 to 3 installments. You pay once to join the collective, up front, and that's it.

Learning More

Email philip@philipmorganconsulting.com with
questions

<https://opportunitylabs.io>

