

THREE WAYS TO WORK TOGETHER

01 BUSINESS DEVELOPMENT | SALES SYSTEMS

02 SALES / MARKETING / COMMERCIAL ENGINE BUILD

03 FULL COMMERCIAL STRATEGY | FRACTIONAL DIRECTOR

From an ambitious vision to something a buyer can say yes to.

A founder-led creative community and technology venture needed to sell its first founding customers on a platform still being built. I turned a year of evolving material into one source of truth, and a document set built so that a stranger can understand it, a buyer can check it and a seller can run it.



CLIENT

FOUNDER-LED CREATIVE COMMUNITY & TECHNOLOGY VENTURE, UK

SCOPE

DISCOVERY, OFFER DEVELOPMENT, POSITIONING AND SALES ENABLEMENT

PERIOD

BUILD PHASE, JUL-SEP 2026

STATUS

SEVEN DOCUMENTS LOCKED; FOUNDER SIGN-OFF AND RELEASE NEXT

01 · WHAT WAS NEEDED

A strong vision, and a hundred versions of it.

- **One agreed version.** Around a hundred documents, written over a year by several hands, needed reconciling into one account of what was being sold, at what price and on what terms.
- **Claims that hold up.** Every statement a buyer might rely on needed checking against a source, and pitching at what could honestly be promised before the platform existed.
- **An offer a stranger understands.** What the buyer receives today, what depends on a platform still being built, and on what conditions.
- **A defined route to a sale.** A clear, evidence-based process for qualifying a prospect and moving them from interest to a collected purchase.
- **A system someone else can run.** A capable seller who wasn't in the room for the decisions had to be able to pick it up without overpromising.

The positioning problem is not solved by making the future bigger. It is solved by moving the sale into the present.

FROM THE POSITIONING WORK

02 · HOW I APPROACHED IT

Evidence first. Then decisions. Then the build. Then the action.

01 · EVIDENCE

WHAT WE KNOW

Read everything, then ask the founder the hard questions

Around a hundred legacy documents were read and sorted into authority, source of language or retired. Founder working sessions and a decision questionnaire, itself audited before use, captured the founder's intent first-hand. A sourced evidence review documented the market problem and set a ceiling on every market figure the copy could use.

02 · DECISIONS

WHAT IS TRUE

One spine of truth, with a rule for when sources disagree

A governing document set out what the offer is, what may be said and which source wins in a conflict, and a dated decision register carried later rulings forward. A terminology guide added a never-say list, each rule with its reason. Two dozen conflicts were each ruled on once and applied across the set. Where something wasn't built yet: paint, don't promise. Lead with intent; never invent mechanics.

03 · BUILD

HOW IT IS SOLD

Each document given one job, all built from the same source

Two brand systems: the client's own for anything a buyer sees, mine for internal working documents. Approved wording was reused before anything new was drafted, and every change was logged with its before and after. AI-assisted throughout, with a person approving every word in the final set.

04 · READY FOR ACTION

WHAT THE BUYER SEES

Checked like a sceptic, then locked for release

Five rounds of adversarial audit, including cross-model QA. The first full set alone produced 33 findings, each fixed or put to a ruling, then re-verified. Line-by-line review rounds then locked all seven documents. Next: founder sign-off, release, and the sales motion the playbook describes.

THE BUILD IN NUMBERS

~100

LEGACY DOCUMENTS READ AND CLASSIFIED

5

1-2 HOUR SESSIONS, ONLINE & IN PERSON

16

DRAFTS OF THE GOVERNING DOCUMENT

5

ROUNDS OF ADVERSARIAL AUDIT

7

COMMERCIAL DOCUMENTS CREATED

03 · WHAT WAS CREATED

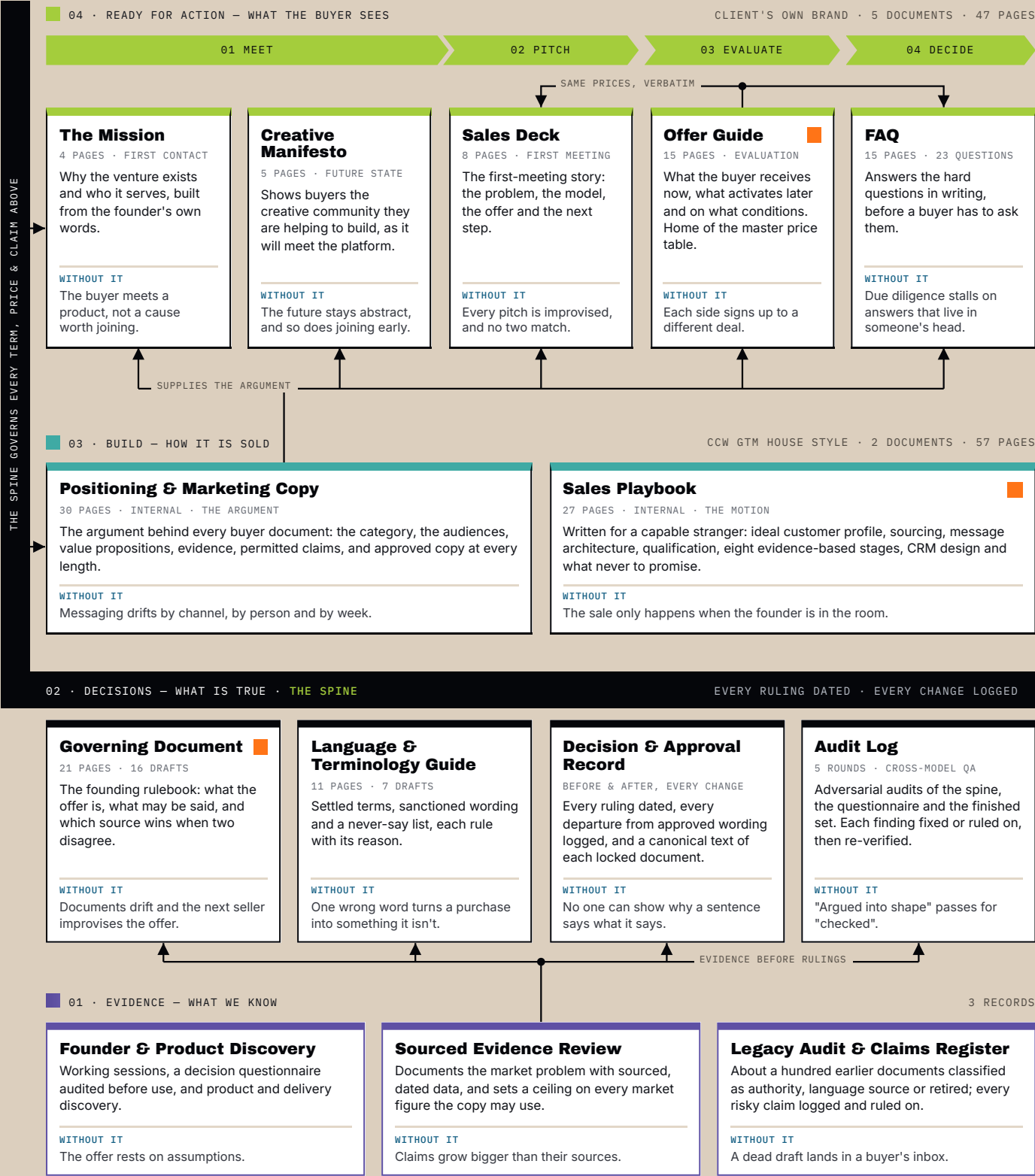
Fourteen documents. Four layers.

One source of truth.

A buyer reads five of them. The other nine are why those five hold up: in the first meeting, under due diligence, and in the hands of a seller who wasn't in the room when the decisions were made.

HOW TO READ THE MAP

- Load-bearing.** The business can't sell safely without it.
- Top rule:** the method stage each layer serves.
- WITHOUT IT** what the business loses if it's missing.



■ Clients are described anonymously while engagements are live. Named references on request, where clients agree.

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