A PRACTICAL FIELD GUIDE

Clarity to Revenue.

A working blueprint for founders, executives and operators who want to turn a defined ambition into commercial opportunity.

Strategy sets direction. Judgment improves decisions. Accountability keeps the work moving.

01	02	03	04	05
Clarity	**Positioning**	**Authority**	**Opportunities**	**Revenue**

How to use this guide

Choose one commercial objective. Work through the five stages in order. Write down decisions and next actions you can actually own. Review progress every week and change the plan when evidence changes.

A principle to keep

Make every appearance, message and relationship serve a clear objective. Attention is useful when it helps the right people understand your value and take a relevant next step.

Use the guide to make the next move specific, credible and accountable.

01 / CLARITY

Choose the outcome.

Start with the result you want, not the channel you want to use. A clear objective helps you decide what deserves time, attention and access.

Define the objective

What commercial result do I want to create in the next 90 days?

Why does this matter now?

How will I know the work is moving? Name a measurable signal.

What deadline, constraint or decision could change the plan?

Decision filter

- Will this action move the defined objective forward?
- Can I influence or own the next step?
- What evidence would tell me to continue, change course or stop?

02 / POSITIONING

Make your value clear.

Positioning is the bridge between what you have done and why the right person should care now. Keep it specific, credible and easy to repeat.

Who needs to understand my value?

What problem, priority or opportunity matters to them?

What experience or result proves I can help?

What makes my approach distinctive and believable?

Draft your positioning

I help _____ achieve _____ by _____, supported by _____.

Use the same core story across your biography, website, introductions and public contributions. Adapt the details to the audience without changing the underlying truth.

03 / AUTHORITY

Build belief with proof.

Authority grows when a clear claim is supported by evidence and repeated in places your audience trusts. Match every statement to proof you can stand behind.

Create a proof set

- Three outcomes with a clear description of your role.
- Relevant credentials, endorsements or third-party recognition.
- Ideas or expertise you can share in a useful, audience-specific way.
- A concise biography and proof page your team can reuse.

What is the strongest evidence behind my core claim?

Which claim needs more proof or clearer wording?

What useful idea can I contribute publicly this month?

Choose channels with intent

Use speaking, interviews, podcasts, press, content or partnerships when they provide credible reach to the people connected to your objective. Do not pursue visibility that has no strategic job.

04 / OPPORTUNITIES

Turn relationships into access.

Access is built through relevance, trust and mutual value. Identify the people and organizations that matter to your objective, then make the next step useful and specific.

Which three people or organizations could move this objective forward?

Why is the opportunity relevant to them now?

What can I contribute before making an ask?

What is the smallest credible next step?

Relationship plan

- Choose a warm path where one exists and respect the connector’s relationship.
- Lead with a clear reason to engage, grounded in the other person’s priorities.
- Agree an owner and date for each follow-up.
- Track progress by relevant conversations and next steps, not raw reach.

05 / REVENUE

Make the outcome commercial.

An opportunity becomes commercially meaningful when there is a clear value exchange, a decision path and an owner for the next step. Keep assumptions visible and avoid treating attention as revenue.

Which product, service, partnership or mandate could create value?

Who decides, and what needs to be true for them to act?

What is the value range or commercial measure?

What is the next decision, proposal or commitment?

Signals to review

- Qualified conversations with decision-makers.
- A defined problem, fit and agreed next step.
- A proposal, pilot, commercial discussion or signed commitment.
- Revenue or another measurable outcome connected to the original objective.

Not every conversation converts. Review what is working, improve the offer or positioning, and keep expectations proportional to the evidence.

THE OPERATING PLAN

Keep the work moving.

Use a 90-day horizon to focus decisions and accountability. The sequence is a planning aid, not a guarantee of timing or results.

Weeks 1-2	**Clarity and positioning** Choose one objective, define evidence of progress and align the story.
Weeks 3-6	**Authority** Strengthen proof and make the contribution visible to the intended audience.
Weeks 7-10	**Relationships and opportunities** Prioritize relevant people, warm pathways and useful next steps.
Weeks 11-13	**Commercial outcomes** Move active opportunities toward decisions, review evidence and set the next priorities.

Weekly review

- What changed?
- Which relationship or opportunity needs a decision?
- What is the single next action, who owns it and when will it happen?
- What should stop because it is not serving the objective?

MM PRIVATE ADVISORY

Strategic support with an outcome in view.

MM Private Advisory is a focused 90-day strategic partnership for founders, executives and operators working toward a consequential commercial objective.

The support combines strategy, judgment, accountability, access, authority, relationships and execution support. The Authority Accelerator is the working system: Clarity > Positioning > Authority > Opportunities > Revenue.

The engagement is shaped around the objective and the decisions that matter now. Strategy sessions, relationship planning and execution support keep the work connected to measurable commercial progress. Visibility, content, public relations and partnerships are tools when they serve that objective.

My working page

My commercial objective:

My positioning in one sentence:

The strongest proof I can use:

The relationships I need to develop:

The next revenue-related step, owner and date:

Choose one action to complete this week. Assign an owner and review date.

A credible plan connects ambition to evidence, relationships and action. Keep the promise proportional to what you can prove and deliver.