Power PSA
CONSULTING

Grow your MSP
BY ADDING
$1M+ ARR THROUGH
VCISO SERVICES

vCISO Services: Go-to-Market Workbook

Part of the PowerGRYD vCISO System™

- ✅ Define your market fit
- ✅ Clarify your unique value
- ✅ Refine your messaging
- ✅ Create your packages

Streamline your strategic approach and put your plan in motion!

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Executive Summary

We plan to launch [OFFER] to [PRIMARY_OBJECTIVE].

The ideal customers we'll be targeting for [OFFER] work in [ROLE(s)] in the [INDUSTRY] industry, specifically in companies with [PRIMARY_ICP_CHARACTERISTICS].

[ADD_APPROPRIATE_SUMMARY_AS_NECESSARY]

The launch timeline is as follows:

- [DESIGN_PHASE] completed by: [DATE]
- [BETA_PHASE] completed by: [DATE]
- [SYSTEMS_PHASE] completed by: [DATE]
- Public launch target of [DATE]

Objective

Provide context on the project's objective and explain how it fits into your organization's strategic goals. Include the hypothesis that's driving your work ("We think X will do Y, and we'll know we've succeeded if Z").

If you have statistics and research on aspects or areas of industry that quantify your hypothesis, even better.

> HINT: Finding industries that are growing faster than average, and then contextualizing that data with factors in those industries like increased regulatory burden or appetite for cybersecurity products - then finding gaps or needs for a subset of that industry - is a great way to start identifying market fit for your services.

[ADD]

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Primary Goals

List the primary goals that will help support or define the success of this offer.

Goal	Metric
[Build for scale]	• [Complete [OFFER] personnel plan by Q4 2024] • [Implement full-stack [OFFER] operations design by Q4 2024] • [Implement sales funnel process and training program by Q2 2024]
[Become cyber thought leader for industry X]	• [Attend 4 association events every quarter of 2024] • [Implement personal brand program for leadership team - post once a day on LinkedIn using value pillars for for all of 2024] • [Deliver one free workshop every quarter of 2024]
[Execute successful marketing plan]	• [Outbound campaign with 100 calls per day by SDRs] • [SEO Optimization resulting in 1000 visits per week] • [Build 4 major provider partnerships and deliver 1 co-sponsored event each by Q4 2024]
[Create sustainable pipeline]	• [Generate at least 4 qualified leads per month starting in Q3 2024] • [Achieve sales close rate of 25% for qualified leads] • [Implement client referral program by Q1 2025]
[Create sustainable MRR]	• [Reach $1,000,000 ARR by Q2 2025] • [Gross profit margin of %60 or greater]
[Expand to new market]	• [Sign up 4 new logos for industry Y in Q3 2025]

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📈 Target Market Details

Include key details about your target audience, such as job function, industry, and location. If you've built personas or user stories, add or link to them here.

[ADD - HINT: Leverage the data from the PowerGRYD Supercharged ICP and Org "DNA" exercises here]

🔢 Competitive Analysis

Add information about who you see as your top competitors, including key differentiators, messaging, strategies, tag lines, and feature comparisons.

Question	Competitor 1	Competitor 2	Competitor 3
What about their product is similar to yours?			
How is your product different from theirs?			
How does the value of their product compare with yours? (Think of a matrix with price vs. features)			
Who are their customers? (Consider demographic data as well as behavior and economic data)			
How do their customers compare with your customers?			
What is their size/maturity compared to yours?			
What is their primary competitive advantage?			
What are the potential threats to your business from this competitor?			
What weaknesses do you see?			

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SWOT Analysis

List your [OFFER] strengths, weaknesses, opportunities, and threats in the table below:

Strength	**Opportunities**
•	•
Weaknesses	**Threats**
•	•

Messaging & Positioning

Differentiators

List your differentiators with a short description.

Differentiator	**Summary**
[DIFFERENTIATOR_1]	[Write a short definition on the differential value of your company or offer.]
[DIFFERENTIATOR_2]	[Write a short definition on the differential value of your company or offer.]
[DIFFERENTIATOR_3]	[Write a short definition on the differential value of your company or offer.]

Create Value Pillars

Based on your differentiator, target, market, and strengths - define value pillars for your offer. Align these value pillars with the business outcomes your ICP and Personas are looking to accomplish.

A quick explainer article on creating value pillars is linked here.

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Top-Line message	Product promise
[VALUE_PILLAR_1] (e.g. Reduce spend)	[Write a short definition on how your offer delivers on this value pillar.]
[VALUE_PILLAR_2] (e.g. Competitive advantage)	[Write a short definition on how your offer delivers on this value pillar.]
[VALUE_PILLAR_3] (e.g. Speed decision-making)	[Write a short definition on how your offer delivers on this value pillar.]

Offer Description

Write a short description of [OFFER]:

[ADD]

Short Positioning Statement

Write a short (~25 words) positioning statement:

[ADD]

Detailed Positioning Statement

Write a more detailed (100 words or less) positioning statement:

[ADD]

Client Acquisition Strategy

First determine all the potential areas where your clients are getting their information, or where you can generate leads from, and then choose a few strategic channels based on where the cost opportunity should yield the best results.

The below items are only examples, and not exhaustive.

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Channel	Description	Owner	Approach
Referrals	• Referral program		(Example) • Design a referral program and build a process for identifying and asking clients for warm introductions.
SEO (Search Engine Optimization)	• Microsites • Website redesign		(Example) • Hire an SEO agency to increase organic non-branded traffic.
Communities	• BNI • Chamber • Industry Events • Industry Associations		(Example) • Sign up for membership X; attend regularly and provide value. • Contact association Y and about speaking on topic Y, and submit talks for conferences A, B, C.
Education	• Webinars • Workshops • Whitepapers		[ADD]
Partners	• VAR • Microsoft • Printer Co.		[ADD]
Outbound	• Phone • Email		[ADD]
SEM (Search Engine Marketing)	• Adwords		[ADD]
Social media	• LinkedIn • Facebook		[ADD]

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💵 Pricing Model

Build out a high-level feature comparison and pricing model based on all of the factors you know so far. This may change, but a first step to market testing is having a number we think the market will bear.

Feature/Service	**[PACKAGE_1]**	**[PACKAGE_2]**	**[PACKAGE_3]**
Price	[COST]/month	[COST]/month	[COST]/month
[FEATURE_1]	✅	✅	✅
[FEATURE_2]	⛔	✅	✅
[FEATURE_3]	⛔	⛔	✅

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Risks

Identify potential risks to the launch and/or any risks to your business posed by this project, and plan mitigation strategies.

Risk	Risk Level	Risk Decision and Actions
	LOW	
	MEDIUM	
	HIGH	

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