

Your next 90 days should create more *sales opportunities*.

More conversations with buyers who fit. Content that helps them understand why to choose you. One team running the work, so yours can focus on closing.

Pipeline

A 90-day growth kickstart for B2B software companies.
90-day content + four-month outreach rollout.

Busy delivering this month. Wondering where next month's deals are.

Does this feel familiar? Sales activity rises when the pipeline gets thin, then slips as soon as the team gets busy again.

Pipeline comes in bursts.

Referrals and founder outreach bring opportunities, but you cannot count on when the next one arrives.

There is no shared growth plan.

Content, prospecting and follow-up pull in different directions. No clear ICP, message or consistent execution.

Every quiet month feels like a restart.

You spend the next few weeks rebuilding momentum instead of building on it.

You post for two weeks. Then your channels go quiet.

Content happens when someone has time. Your expertise stays inside the business, and buyers get few reasons to remember you.

Your feed undersells your expertise.

The people who should know your product rarely hear what makes it worth choosing.

Interested buyers have nowhere to go.

No useful lead magnet, focused landing page or follow-up email funnel to turn attention into an enquiry.

Activity never becomes a clear sales path.

Posts and campaigns happen, but they are not connected to the same buyers and offer.

You became the growth team. Now the important work waits.

You are writing posts, reviewing drafts, finding prospects and chasing replies. Even with help, the thinking and coordination keep coming back to you.

01

Too much daily execution

Content, lists and follow-up take over the calendar.

02

Too many handoffs

You keep aligning people, channels and messages.

03

Too little room to lead

Product direction, key customers and partnerships wait.

A growth system should create opportunities and give you time to lead.

Product expertise. Content. Sales.



Jake McMahon Founder / ProductQuant

My expertise

Product positioning, ICP and market research, thought leadership, SEO content, conversion funnels and outbound sales.

I've sold into

monday.com · Guardio · Circlesup · NewDayUSA · FormDr · Scale Insights

I've written for

thirdweb · Payoneer · monday.com · monday dev
CYE · Tasq · Spikerz · 8fig

\$16K–\$38K

Deals I've helped agencies close

\$10K–\$100K

Deals I've helped SaaS companies close

~\$500K CLV

One SaaS account's lifetime value

I built and ran the content and sales system that helped grow Queue.

\$1.5M

annual recurring revenue

The lesson was to connect what buyers read with who we approached and how we sold.

A clear reason to buy.

Explain the product in terms the buyer cares about.

Content that supports the sale.

Answer the questions prospects need resolved.

A system that keeps running.

Keep publishing, reaching buyers and following up.

I've written for the buyers of complex B2B products.

thirdweb · Payoneer · monday.com · monday dev
CYE · Tasq · Spikerz · 8fig

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BLOG

5 Steps to a Board-Ready Cyber Risk Report

• August 17, 2026

An Actionable Board-Ready Report Translates The Security Program Into The Language A Board Is Fluent In: They Quantify What's At Stake, Put The Financial Impact Into Context, And Make Clear What Decision The Board Is Being Asked To Make.

CYE / Blog

Board-ready cyber risk reporting

tasq.ai

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BOOK A DEMO

AI EVALUATION

How to Benchmark LLMs for Your Specific Business Use Case

NOGA KAIZERMANAUGUST 24, 202619 MIN READ

BENCHMARK LLMs FOR YOUR USE CASE

The leaderboard

Tasq / Blog

LLM benchmarking for business

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SOCIAL MEDIA SECURITY

How to Choose a Social Media Security Platform

A decision framework for marketing and brand leads

SPIKERZ

How to Choose a Social Media Security Platform: A Decision

Explore content categories

CareerProductivityFinanceSoft Skills & Emotional IntelligenceProject ManagementEducationShow more

Spikerz / LinkedIn

Social security buying decisions

The platform shapes the format. The buyer’s question gives the content its purpose.

The sale starts before the first sales conversation.

95%

of eventual winners were on the buyer's Day One shortlist.

In 6sense's 2025 study, buyers usually chose a vendor they had shortlisted at the beginning of their buying journey.

Your content helps buyers discover you, understand your value and consider you before the pitch.

Give buyers a reason to welcome the conversation.

95%

Useful content can reach people involved in the decision who rarely speak to sales.

We connect content and outreach around the same buyers, so conversations start with more context.

of hidden decision-makers said strong thought leadership makes them more receptive to outreach.

Help buyers understand your value before they get on the call.

Be known for what you know.

Put your expertise in front of relevant buyers consistently. Give them a reason to recognize your name and remember your approach.

Start with more trust and context.

Answer the questions and concerns buyers bring to a sales conversation. Help them see where your product fits before the demo.

Give buyers a reason to choose you.

Show how you think and what makes your approach valuable, so they can evaluate more than a feature list or price.

Your insights become assets your team can keep using. You spend less time starting every explanation from scratch.

Find relevant buyers. Turn responses into conversations.

We find accounts that fit and signals that make them worth approaching now. Then we handle the work through to a qualified attended meeting.

01

Prioritize

Markets, ICPs and relevant buying signals.

02

Start conversations

Outreach and follow-up around the buyer's problem.

03

Qualify and book

Handle replies, check fit and route the opportunity.

Your team spends more time with potential customers.

Here's what we build and run for you.

Content you keep	180 posts · 24 articles · 18 newsletters · 6 comparison pages · 3 lead magnet, landing page and email funnel sets.
Buyers we approach	5,000 buyers per sending month. 15,000 buyers and 45,000 email sends including follow-ups across three full sending months.
Execution we manage	Buyer research, 25 ICP engagements/day, sending infrastructure, replies, qualification, booking and weekly reporting.

One market and message. One team running the program.

90 days of content. A full outreach rollout alongside it.

Month 1	Month 2	Month 3	Month 4
Research, setup and inbox warmup	First full sending month	Second full sending month	Third full sending month
Content: 90 days / 12 publishing weeks / three production cycles			
Outreach: setup + three full sending months, all included			

At day 75, we review the next step. Your final sending month remains included. No fourth fixed installment or automatic renewal.

Your full *90-day* Growth program.

Growth / one upfront payment

\$6,000

For the whole 90-day program

Or $\$2,497 \times 3$ payments

\$7,491 total fixed fee

Additional attendance fee

\$250

 / meeting

A qualified buyer attends.

No-show or out of ICP: **\$0**.

Both options cover the same program: 90-day content and the four-month outreach rollout. We agree the buyer criteria and final meeting target before launch.

Everything we run for your \$6,000.

Included in the fixed fee. Qualified attended meetings are an additional \$250 each.

What we run	Cadence	Total delivery / included scope
Founder + company posts	15 posts/week	180 posts
Articles	8/month	24 articles
Newsletters	6/month	18 newsletters
Comparison pages	2/month	6 pages
Lead magnet + landing page + email funnel	1 complete set/month	3 sets: 3 of each asset
Engagement on ICP posts	25 engagements/day	Daily buyer engagement
Buyer outreach	5,000/sending month	15,000 buyers
Emails, including follow-ups	15,000/sending month	45,000 sends
Sending infrastructure	Setup + monitoring	15 domains + 30 warmed inboxes
Replies, qualification + booking	Throughout active outreach	Managed by our team
Product DNA + GTM DNA / reporting	Diagnostic + weekly reviews	Research, plan + optimisation

Your three-month wage budget.

An illustrative U.S. team budget: marketing, writing and sales at full-time; design at 50% of a full-time role.

Illustrative role / 3 months	U.S. annual wage benchmark	Time allowance	3-month wage cost
<u>Marketing specialist / research</u>	\$78,760	Full-time	\$19,690
<u>Writer / content production</u>	\$76,910	Full-time	\$19,227.50
<u>Graphic designer / part-time</u>	\$62,960	Half-time / 20 hrs a week	\$7,870
<u>Services sales representative</u>	\$69,990	Full-time	\$17,497.50

Three-month wage budget

\$64,285

Pipeline Growth: \$6,000 fixed + \$250 per qualified attended meeting.

At 20 attended meetings: \$11,000 total, with setup included under the current offer.

Linked BLS occupations, May 2025 U.S. medians; accessed 15 October 2026. All roles: annual wage × 3/12 × time allowance. Half-time design is a planning assumption, not an observed contractor rate.
Wages exclude benefits, employer taxes, recruiting, tools and ramp. Sales is a broad services-sales proxy, not SDR-specific pay. Staffing capacity and scope differ from Pipeline. USD.

16 / 37

Buying three agency services.

Workstream / public package example	Monthly fee	3-month budget
<u>Long-form content + on-page SEO</u> Contentellect: 8 articles/month, 1,500–2,500 words each. Strategy add-on included below.	\$1,824 + \$1,250 once	\$6,722
<u>Social content + engagement</u> OTReniX: one LinkedIn profile, 8 posts/month and 2 hours/week of engagement.	\$1,500	\$4,500
<u>Managed cold-email outreach</u> Lime Outreach: lists, sequences, infrastructure, inbox management and reporting.	\$1,500	\$4,500

Three providers, including content strategy

\$15,722

Using Prospect Up’s \$2,500/month cold-email package instead: **\$18,722** for the same three-month budget.

Three ways to resource your next three months.

In-house wage illustration

Hire the functions

\$64,285

Three months of marketing, writing and sales wages, plus a **half-time designer**.

Wages only. Tools, benefits and management come on top.

Three-provider examples

Separate agencies

\$15,722

Long-form SEO content, LinkedIn content and engagement, plus managed cold email.

\$18,722 with the alternative outbound package. You coordinate the providers.

Full 90-day Growth program

Pipeline

\$11,000

\$6,000 fixed fee upfront + 20 × \$250 attended-meeting fees in this scenario.

Content, research, engagement, outreach and follow-up run together.

One program. One team running the work. Your team focuses on the sale.

BLS wage assumptions on the preceding wage page; agency package sources and arithmetic on the preceding agency page. Published-price examples, not a survey of typical agency fees.

Different scope/capacity, not matched quotes. Agency social example: 24 posts on one profile versus Growth’s 180 across the agreed mix. Pipeline cost varies with attendance: 30 meetings = \$13,500; 40 = \$16,000. Setup offer applies; fourth outreach month included. USD.

20 is the day-90 target. It is not where the program stops.

Keep the timelines clear.

The initial planning target is 20 qualified attended meetings by day 90. Outreach includes a third full sending month in month four.

More conversations can follow.

We keep researching, sending and following up throughout the rollout. Every additional qualifying attended meeting carries the same \$250 fee.

Content creates another route in.

Founder content, search articles, engagement and conversion assets help buyers discover and evaluate you. We track their enquiries alongside outbound.

We set the written target after the diagnostic, then improve against actual campaign results.

What if the program generates 20, 30 or 40 attended meetings?

Use your own customer economics. Here: \$12,000 contract value per client and a 20% meeting-to-client close rate.

Illustrative outcome	20 meetings	30 meetings	40 meetings
Attended meetings / 15,000 buyers	0.13%	0.20%	0.27%
Estimated clients at 20% close	4	6	8
Estimated contract value	\$48,000	\$72,000	\$96,000
Fixed fee + attendance fees	\$11,000	\$13,500	\$16,000

More attended meetings increase both the sales opportunity and the attendance fees.

Our agency runs on technology we built ourselves.

Our in-house technology helps us research markets, discover signals and keep execution moving. Our team operates it for you.

01

See opportunities

Bring account research and signals into focus.

02

Act with context

Turn what we learn into targeting and messaging.

03

Improve the work

Review replies, meetings and pipeline movement.

Faster research. More focused execution. Better-informed decisions.

Find buyers who give you a reason to reach out now.

A company can fit your ICP and still have no reason to buy. We look for relevant signals that make an account worth approaching now.

They are evaluating options.

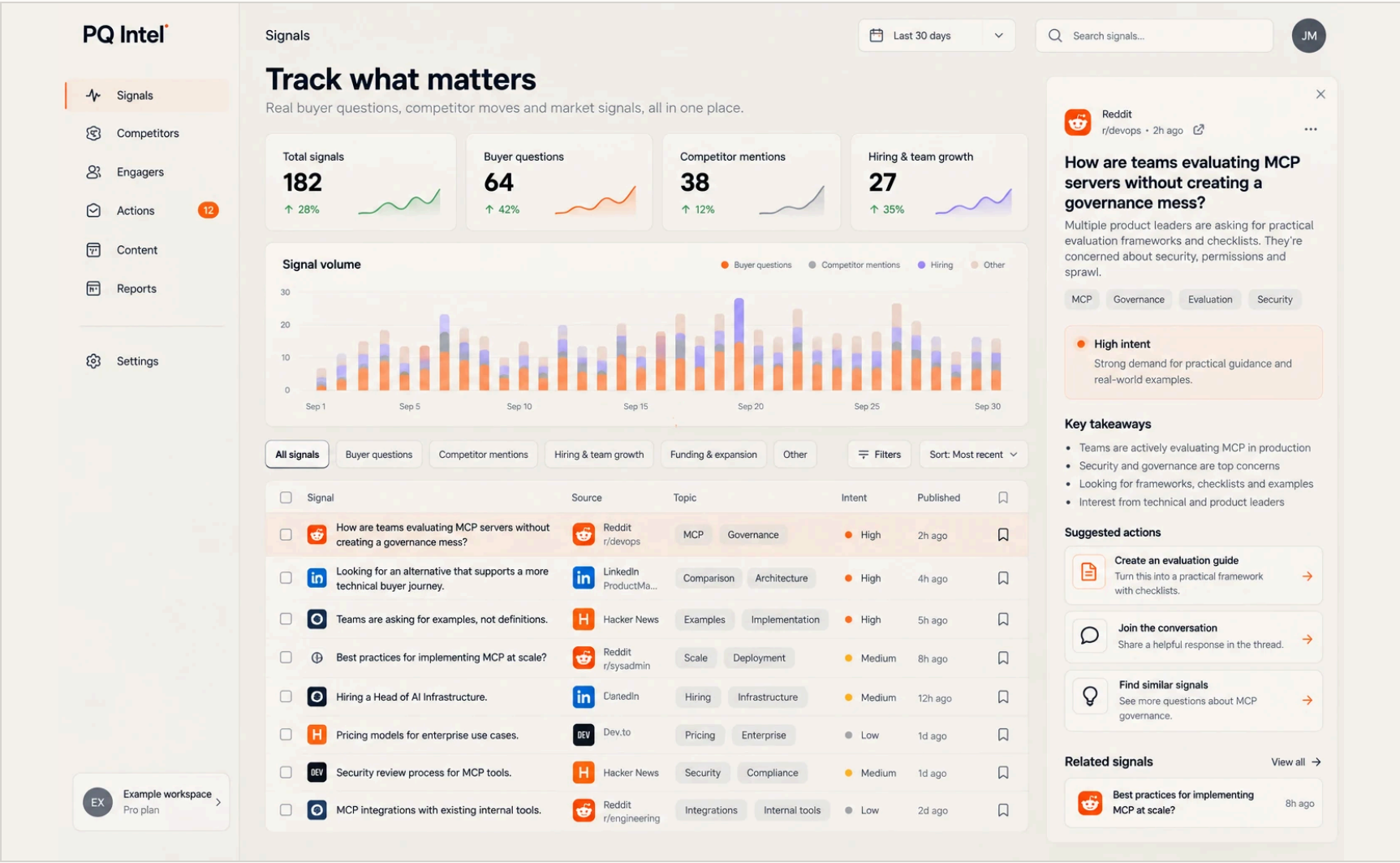
Requests for recommendations, competitor comparisons and questions about alternatives.

Something has changed.

New responsibilities, team growth, product launches or a problem with the current workflow.

There is a reason to act.

We check the account, buyer role and context before prioritising the conversation.



Our delivery workspace preview · example data

Know which content helps buyers find and evaluate you.

SEO: answer a buying question.

Find relevant problems, comparisons and “best for” searches. Match the intent to a useful article or page.

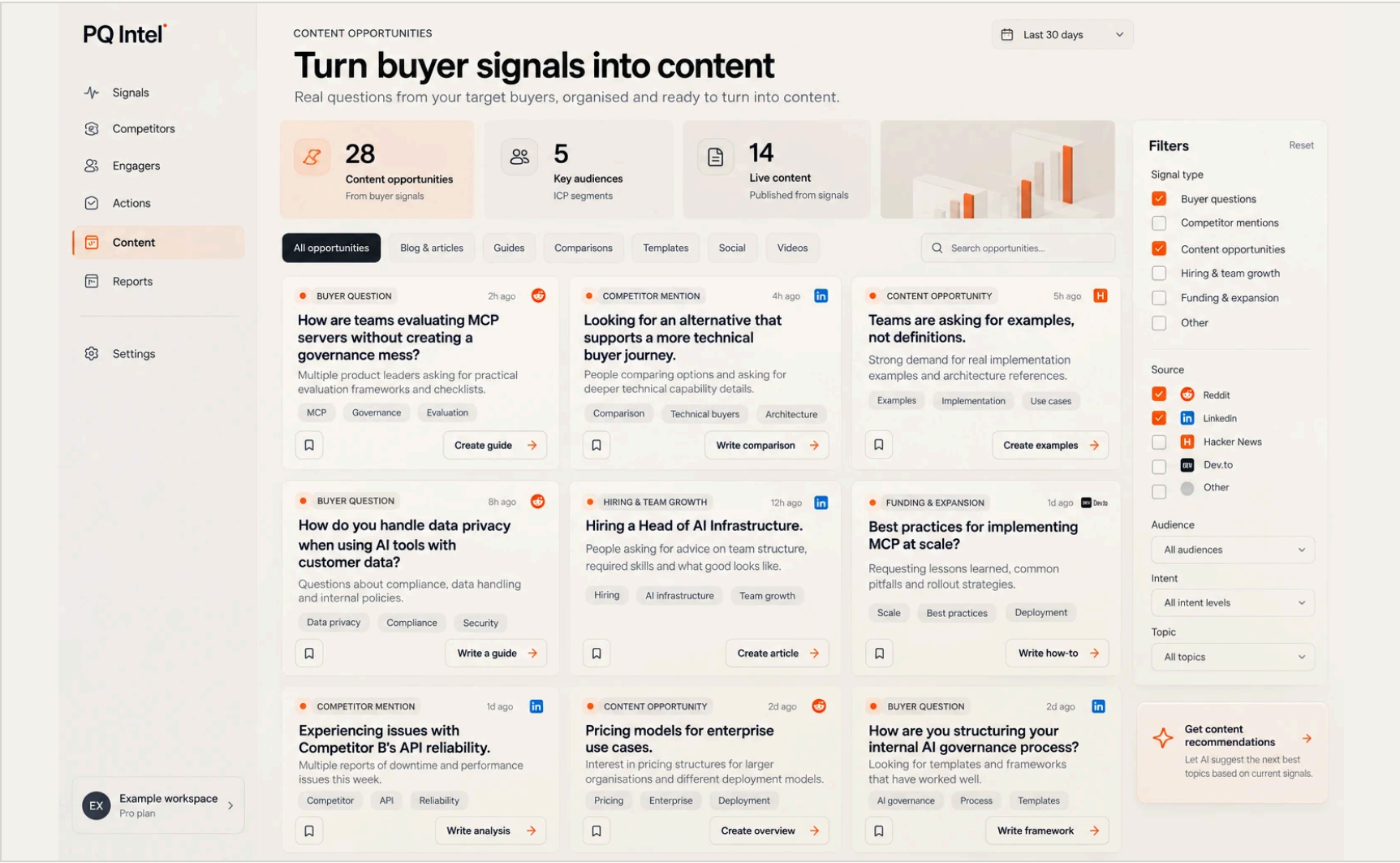
GEO / AEO: make expertise easier to find.

Review how AI answers describe the category. Address missing explanations, evidence and comparisons in your content.

Turn research into a publishing plan.

Use buyer questions and competitive gaps to choose topics, angles and formats. Review AI-answer visibility weekly.

A focused backlog of content opportunities, instead of a blank calendar.



Our delivery workspace preview · **example data**

See what your market is talking about. Have something useful to say.

We watch recurring questions, category developments and competitor moves. Your expertise gives the story a useful angle for the buyers you want to reach.

What we notice

The buyer’s question

An angle to publish

A relevant category change

“What does this mean for our team?”

A practical explanation or checklist.

A competitor changes the offer

“What should we compare now?”

A comparison, pricing analysis or alternatives page.

Your ICP keeps asking a question

“How are other teams solving this?”

A founder perspective, worked example or how-to guide.

The topic, the buyer, your point of view and the right format, connected.

Your ideal buyers are already posting. Join the right conversations.

Find the conversation.

Relevant ICP posts, buyer questions and comments around the problems your product solves.

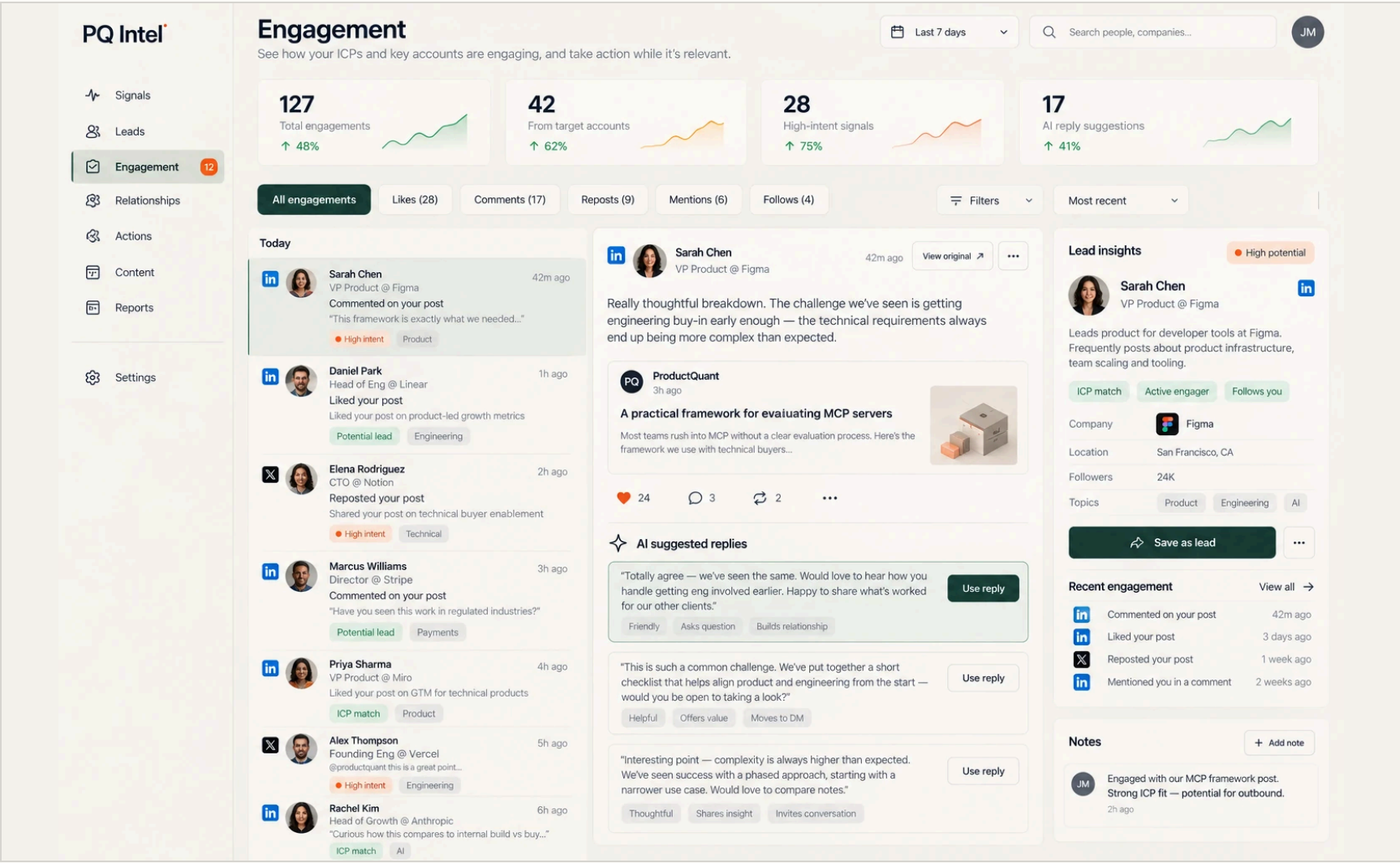
Add something worth reading.

Useful perspectives, examples and answers from the agreed founder or company voice.

Build on the response.

Track relevant interactions and follow up when the fit and context support a conversation.

Growth includes 25 ICP engagements per day, alongside your publishing program.



Our delivery workspace preview · **example data**

Find the voices your buyers already follow.

Map relevant creators and experts.

Look for people whose topics and participating audience overlap with your ICP.

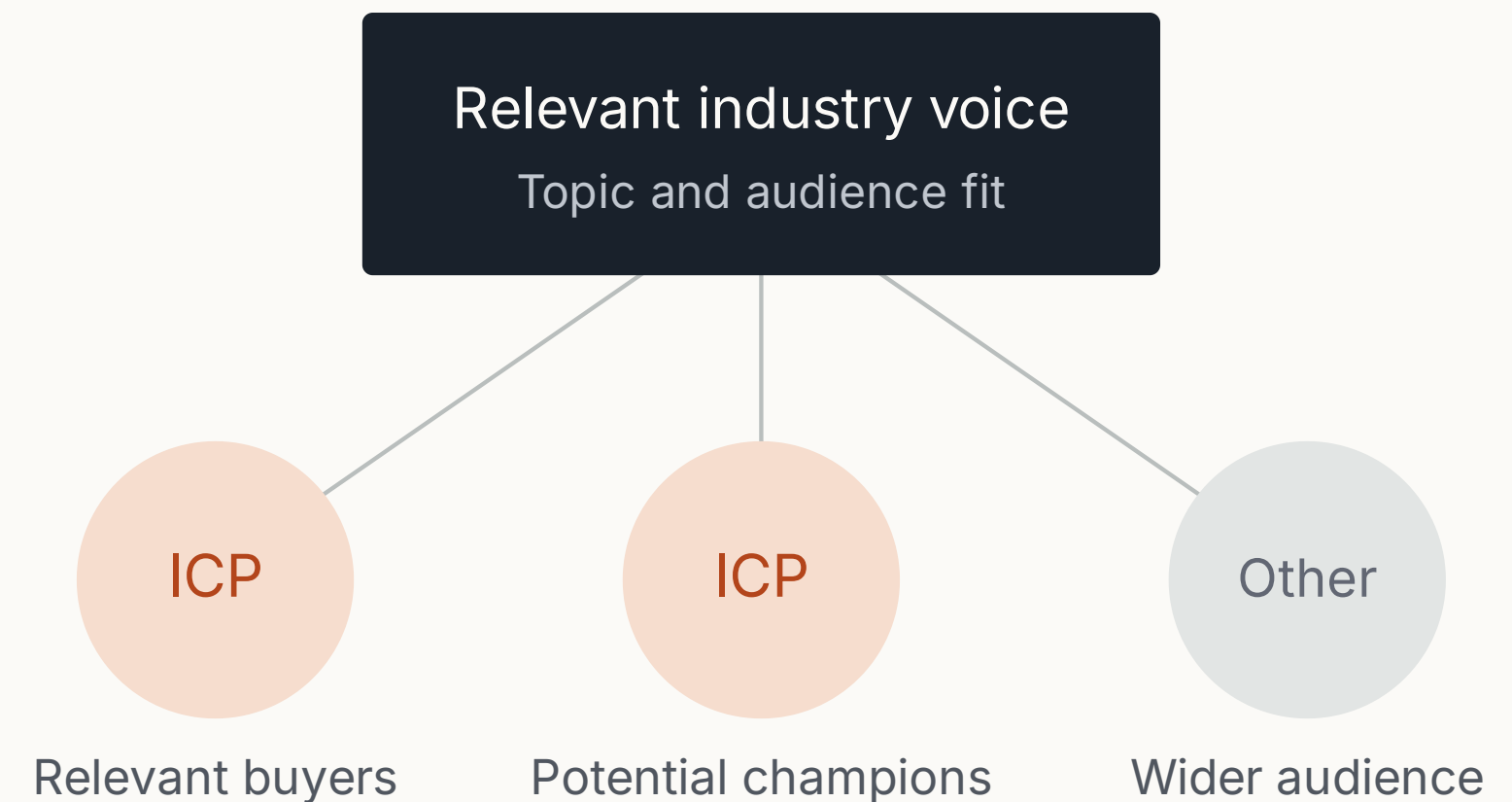
Engage where buyers pay attention.

Contribute useful comments to relevant posts and discussions around their content.

Find the people behind the attention.

Review participants for account fit, role and context. Prioritize the relationships worth developing.

The opportunity is a concentrated buyer conversation, not a large follower count.



Product DNA + GTM DNA.

Know what to say, and who to reach.

Product DNA

Why the product matters

Problems solved, strongest capabilities and reasons to choose you.

The buyer's decision

Questions, alternatives and objections the content must address.

GTM DNA

Where to focus

Priority markets, ideal customer profiles and relevant buying situations.

How to earn a response

Positioning and messages shaped to those buyers.

The output: a written plan for what we publish, say and target.

Product DNA: *10 dimensions.*

What your product's structure means for the way buyers discover, adopt and value it.

01 Deployment model

Cloud / SaaS · on-premise · hybrid · embedded.

02 Integration depth

Standalone · plug-in · API-connected · workflow-embedded. Data access and setup dependencies.

03 User type

Individual · team · cross-functional. Who uses, pays, administers and approves.

04 Buying motion

Self-serve · sales-assisted · enterprise procurement. Trial, demo, pilot and approval path.

05 Switching cost profile

Data migration · integrations · workflow change · retraining · contractual commitments.

06 Value realization speed

Immediate · gradual · deferred. First-value milestone, setup steps and time to value.

07 Network effects

None · direct user-to-user · two-sided marketplace · shared data · ecosystem effects.

08 Pricing architecture

Model: flat fee · per-seat · metered / usage · outcome · hybrid.

Packaging: tiers · freemium · trial.

Billing: monthly · annual · one-time · prepaid / pay-as-you-go.

09 Expansion motion

More seats · more usage · feature upgrades · add-ons / modules · cross-sell · new teams.

10 Retention driver

Workflow dependency · accumulated data · recurring utility / habit · network value · contracts.

GTM DNA: *10 dimensions.*

Who to reach, what to say and which route to market fits your product and economics.

01 ICP definition

Industry · company size · geography · maturity · jobs to be done · budget · urgency.

02 Persona topology

User · champion · technical evaluator · economic buyer · procurement / security approver.

03 Channel DNA

LinkedIn · X · search / AI discovery · communities · events · partners · direct outreach.

04 Content DNA

Point of view · how-to · case studies · comparisons · benchmarks · teardowns · lead magnets.

05 Lifecycle motion map

Acquisition · pipeline · activation · retention / renewal · referral · expansion.

06 Reach economics

Acquisition cost · customer lifetime value · payback · deal size · cost per qualified opportunity.

07 Motion selection

Product-led · sales-led · product-led sales · hybrid. Fit to customer value and time to value.

08 Demand capture + pipeline mechanics

Intent signals · account selection · proof-led outreach · landing pages · email funnels · qualification.

09 Measurement + fit gate

Product-market-fit feedback · activation · qualified replies · meetings · opportunities · wins · retention.

10 Cross-layer alignment

Product × market × ICP × channel × message × pricing. Find conflicts and prioritize the work.

The bigger account wasn't the better growth opportunity.

An interior-design SaaS wanted enterprise accounts. Its pricing told a different story: **\$49 per account/month + \$9 per user/month.**

One studio. Ten users.

$\$49 + (10 \times \$9)$

\$139 / month

Ten independent designers.

$10 \times (\$49 + \$9)$

\$580 / month

The same ten users. About 4.2× the subscription revenue.

Smaller accounts and studios could onboard in days or weeks. An enterprise motion could mean months or years of selling and onboarding friction.

We help founders choose markets and sales motions that fit their economics, before committing to a difficult path to growth.

Anonymized example supplied by Jake. Pricing arithmetic: ten separate one-user accounts versus one ten-user account. Illustrates the diagnostic, not a claimed Pipeline campaign result.

Subscription revenue comparison, not measured profit: acquisition and service costs are not modelled. Onboarding and sales-cycle observations are case-specific, not universal segment benchmarks.

Agree what qualifies before outreach begins.

We agree the company profile, buyer role and qualification criteria in writing. We handle replies, qualification and booking.

Agreed-fit buyer attends

The plan’s attendance fee applies.

No-show or outside the agreed ICP

\$0 attendance fee.

More meetings than the target

Additional qualifying attended meetings carry the same fee.

Growth’s planning target: 20 by day 90. A target, not a cap.

A first-month refund promise. The work we create stays yours.

If the first month of content and visibility work does not deliver, tell us. Our first-month refund promise applies. You keep the work.

Paid upfront

The first-month service amount is one third of the fixed program fee.

Paying in installments

The first-month service amount is your first installment.

Earned meeting fees

Qualified attended-meeting fees already earned are excluded from the refund.

You bring the product expertise. We run the program.

Your team

Help us understand the product

Share the offer, customer context and relevant access.

Review and approve

Agree buyer criteria, messaging and content.

Work the opportunities

Attend sales conversations and run your closing process.

Our team

Build and publish

Research, plan and produce the agreed content.

Run the outreach

Manage infrastructure, campaigns, replies and booking.

Measure and improve

Report results and refine the work weekly.

Three questions worth answering before we start.

"We already publish. What changes?"

We connect the content to the same buyers, messages and opportunities your outreach is pursuing.

"We tried outbound. Why try again?"

We review the offer, market, messaging and infrastructure before deciding whether another campaign makes sense.

"Does the cost work for us?"

We assess the program against your customer value and realistic sales conversion. Low-value deals may not support the economics.

We check the fit before launch. The right customers need to be worth winning.

Let's check what this could look like for your business.

We'll review your offer, target buyers and customer value. Then discuss realistic scope, qualification criteria and a meeting target.

Book a sprint review ↗

You bring the product.

We help you reach the people who should buy it.

Execution quality changes the meeting-booking rate.



Gong and 30MPC’s analysis of 85M+ cold emails reports different meeting-booking rates across sender groups. The chart uses the report’s rounded percentages; bar lengths share a zero baseline.

These are booked-meeting rates in their sample. They are not qualified attended-meeting forecasts for Pipeline.

Choose the scope that fits.

Program	Foundation	Growth	Scale
Upfront fixed fee	\$2,500	\$6,000	\$12,000
Three installments	3 × \$997 \$2,991 total	3 × \$2,497 \$7,491 total	3 × \$4,997 \$14,991 total
Per qualified attended meeting	\$300	\$250	\$200
Day-90 planning target	8 meetings	20 meetings	40 meetings
Buyers / sending month	1,000	5,000	10,000
Buyers / three sending months	3,000	15,000	30,000
Posts / 12 publishing weeks	120	180	180
Articles / three cycles	0	24	72
Newsletters / three cycles	6	18	24
Comparison pages / three cycles	0	6	12
Magnet + page + email sets	0	3	6