

ROB SIMONS + JOHN LUND · THE AGENCY MATH DOESN'T WORK ANYMORE

STOP PAYING YOUR MARKETING AGENCY \$10K A MONTH.

Coach.Win's AI Sales & Marketing Engine delivers better targeting, sharper content, and personalized outreach — at a fraction of the cost. Replace the agency. Keep the weekends.

<p>YOU PAY NOW</p> <p>\$5–15K</p> <p>PER MONTH CURRENT AGENCY</p>	<p>WITH COACH.WIN</p> <p>\$1–1.5K</p> <p>PER MONTH ONGOING</p>	<p>HIGH-VALUE CLIENTS</p> <p>4–20</p> <p>TARGET WINS / YR NAMED TARGETS</p>	<p>NAMED TARGETS</p> <p>200</p> <p>PROSPECTS BUILT FOR YOUR GTM STRATEGY</p>
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AI SALES & MARKETING ENGINE

Replace the agency retainer with a system that prospects, writes, and follows up — every week, on rhythm.

WHO IT'S FOR

- Professional services & specialized B2B — law, finance, IT services, commercial real estate >
- You need 4–20 high-value clients a year >
- You're spending \$5–15K/mo on an agency >
- You're not getting systematic, personalized outreach >

WHAT YOU GET

- ✓ 200-person target list — named individuals, not just companies
- ✓ Thought Leader Agent — content in your voice, weekly
- ✓ Market Intelligence Agent — know what your competitors say and industry trends
- ✓ Collision Agent — personalized emails + LinkedIn per prospect
- ✓ AI-Native brand system — voice, visuals, design, templates, skills
- ✓ GEO analysis — gain visibility in ChatGPT, Perplexity, Claude
- ✓ 6 branded templates — blog, white paper, case, LinkedIn, email, brief
- ✓ CRM integration — HubSpot, Salesforce, or scheduling guide

STRATEGY SPRINT

\$6,000+
Months 1–3

ONGOING

\$1–1.5K/mo
Month 4+

YOU SAVE \$3,500–\$13,500 / MO
vs. your current agency

LET'S BUILD YOUR ENGINE.

Book a 30-minute discovery call at elevate@coach.win.

SALES & MARKETING · OPERATING FRAMEWORK

THE COACH.WIN GTM SALES & MARKETING ENGINE.

One strategy. One source of truth. Feeds the engine.

GTM STRATEGY

The strategy driving your sales and marketing engine.

HUB

SINGLE SOURCE OF TRUTH

The single source of truth for your sales and marketing. Every agent, every campaign, every customer touchpoint runs through it.

WHERE TO PLAY

- Sandbox
- Markets
- Ideal Customer Profile
- Channels
- Partners

HOW TO WIN

- Market Value Prop.
- Competition Grid
- Sales Fishbone
- Proof Points
- Lead Scripts

AI-NATIVE BRAND

- Visuals
- Voice & Tone
- Skills
- Design System
- Templates



Agent 1

THOUGHT LEADER

From transcripts to thought leadership — in your voice.

You have the ideas. You don't have the hours. This agent turns what you already know into a content library that compounds.

- Articles
- Social Media Posts
- Lead Magnets
- Websites
- Knowledge Hub

Agent 2

MARKET INTELLIGENCE

See the moves before your competitors do.

Pulls signals across your markets, your ICPs, and your competitors. Filtered through your GTM Strategy. Ready to deploy.

- Prospect Identification & Scoring
- Industry Intel
- Competitive Insights
- Key Client Monitoring
- Proactive Content

Agent 3

CREATE COLLISION

Turn visibility into conversations. Conversations into clients.

Orchestrates targeted outreach — grounded in your GTM Strategy and powered by Market Intelligence. Reach becomes revenue.

- Personalized Outreach
- Online Connections
- Referrals
- Events
- Drip Campaigns

READY TO BUILD YOUR ENGINE?

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