

Philip Morgan

Research Services

Positioning, messaging, and problem space research.

Maybe you want to:

- Better understand your market's needs.
- Find the missing market for your thing.
- Expand the market beyond early adopters/customers who "get it".
- Be better-understood by your market.
- Get better ROI on marketing spend.

Here's why you don't have what you want:

- You're too close to the problem or invested in your existing approach to clearly understand how the market sees you.
- Your early adopters happen to *get it*, so you haven't had to figure out how to help the more risk averse or less savvy later adopters *get it*.
- You're too busy serving clients/customers or shipping features to climb into the crow's nest and survey the broader context of your market, especially the parts of it that haven't given you any money yet.

Here's how I help you get what you want:

- I use lean, qualitative research to surface new insight, iterate a hypothesis, or develop new messaging/positioning. This helps:
 - You understand your market's needs or revealed preferences better.
 - A larger/new market understand your offering.
 - Your existing market understand your offering better.

More detail on my approach

- I don't deliver research reports or data dumps, except as supporting evidence for what I *do* actually do deliver on a weekly cadence:
 - Weekly 1 to 2-page briefs summarizing the latest evidence and confidence score.
 - An iterated messaging framework you could copy/paste into important, iterable pieces of your marketing. (ex: website headline, about page, etc.)
 - An updated confidence score for the hypothesis/message/positioning.
 - An ongoing conversation with me that helps interpret the evidence base and further inform your decision-making.

Inquiries

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