— ARCBOUND · THE NEXT SIX MONTHS

The six-month growth *plan.*

One loop runs it. Pre-sales content draws the right people in; cross-targeted outreach turns Eli's network plus a growing **10,000+ ICP list** into booked meetings; the weakpoints surfaced in those meetings shape the next round of content. The goal is a financially solid Arcbound, sold through the **podcast package** and the **managed service**.

01 Design, quality-controlled.

THE HANDOFF

- **Eli ramps to 15% of his time** on design, holding quality control and stepping in where needed.
- Over six months, **Eli trains Shreejata and Anna** to take more ownership, until the department runs without him.
- This frees Eli's time for everything below.

02 Pre-sales content.

DRAW THEM IN

- Bryan continues his pre-sales content; **Eli gets looped in and starts short-form.**
- The formats: **short-form reels, client spotlights, and Arctivities.**
- Each piece mapped to the **specific clients in the top-to-mid funnel** and the needs they've shown.

03 Top funnel: network activation.

THE ENGINE

The engine runs on the **built ICP list**: ideal Arcbound profiles from YC, YPO, A16Z, and the six SF vein sheets, a list **Bryan and Eli keep growing.** This is the machine that turns the list into facetime for Bryan and Eli.

10,000+	1,000+	6	10/wk
BUILT ICP LIST AND GROWING	SF ICP 1 FIRMS UNDER 25 STAFF	VEINS SHEETED RIA + LAW FIRST	MEETINGS GOAL NEW PEOPLE

CROSS-TARGETING · WITH RAFAEL & CHIADEE

- ☐ LinkedIn connection requests
- ☐ LinkedIn messages
- ☐ Apollo enrichment for emails
- ☐ Email outreach + newsletter
- ☐ Email and LinkedIn ad tests, small to start

TRACK → SET → SHARPEN

01 **Track who engages:** consistent likers, newsletter readers, anyone in LinkedIn, email, or DM contact.

02 **Chiadee and Rafael set meetings** off that signal, to maximize Bryan and Eli's facetime.

03 **Learn weakpoints from the people in those meetings**, then shape the next newsletters and posts around them.

— THE OBJECTIVE

NEXT 6 MONTHS · FINANCIALLY SOLID

podcast package
PRIMARY SELL

managed service
PRIMARY SELL · MONTHLY

Fence-sitters: drop the upfront price to run them through the OS first, then convert them onto managed service.

EVENTS · BONUS

Attend the rooms Arcbound's ICP gathers in. **Potential self-hosting.**

CONNECTION LAYER · BONUS

Introduce current and near-closed clients to **strategic relationships** that fit them.

REFERRAL PROGRAM · BONUS

A **recurring, built-in** system. Anyone who can't be a client gets pointed to referrals — a useful bucket.

AUTOMATION · GROWTH

Keep productizing content and recurring graphics to run the business **skinny and efficient.**

Who we *speak to.*

ICP 1 buys growth. ICP 2 buys leverage. Lead with ICP 1; work ICP 2 by hand. The wound language in 06 is real, pulled from our handoff docs and sales files, and it defines what a qualified reply sounds like on a first call.

04 The Invisible Principal.

ICP 1 · PRIMARY · LEAD HERE

- **Owner or principal only**, never associates, of a <25-staff credentialed firm with no marketing team. RIA / wealth, boutique law, CPA, architecture, insurance, mortgage & real estate.
- **Tier 1 metros, SF first.** Age 35+. Sourced through Apollo at volume.
- The gap: **credible in the room, invisible online.** Demand is structural, their name is the firm and they must sell to eat.
- Real friction is the **24-month commit**, not the price. Qualify on whether they feel the invisibility as a cost.
- Proof: **Arthur Bush** (RIA), **James Winn** (law), **Eitan Hoenig** (law, Aug).

05 Beyond the Company.

ICP 2 · PREMIUM · SELECTIVE

- **$10M+ CEO or founder**, still running it or recently exited and in transition. YPO first; EO, Tiger 21, Vistage secondary.
- The gap: **known in rooms, not owned in markets.** Built a business, not a platform.
- **Membership is not need.** Qualify on intent: posting badly, book or TEDx ambition, a recent exit, publicly voicing the want.
- **Curated, never bulk-blasted.** The podcast is the door; no webinar invites to this audience.
- Proof: **Charlene Li, Immad Akhund,**

06 The six wounds.

REAL CLIENT LANGUAGE · WHAT QUALIFIED SOUNDS LIKE

01 · SKEWS ICP 2

Can't be read quickly

"People need a way to understand you quickly, especially people who have never been in the room with you."

Dennis O'Donnell. Kevin's version: the 10-minute research test. Martin: the mission depends on him being in the room.

02 · SKEWS ICP 2

Boxed in by the last chapter

"I don't want to be boxed in as fitness."

Jennifer Maanavi. Nick Doyle's version: be known as "a marketing guy" so board seats find him.

03 · SKEWS ICP 1

No time, won't DIY

"Anything I don't have to do so I can focus on the business, I don't want to do."

David Yudis. Reid's version: wants someone else managing his LinkedIn altogether.

04 · BOTH

Scattered, nothing adds up

Momentum, press, and a following, with no cohesive umbrella to house it.

Nancy Armstrong. Adam Lurie: read as one thing or the other, never both. Martin: no one sees the thread.

05 · SKEWS ICP 1

Referral-capped growth

A prospect Googles two of them before calling. One is a stale profile. Guess who gets the call.

The **Google-before-they-call** moment. Growth capped at the speed of word of mouth.

06 · BOTH

Revenue, not activity

"Visibility that leads to outcomes, not activity for its own sake."

Jennifer Maanavi. Yudis: ROI over vanity metrics. Kevin: recruiting and exit value, named concretely.

— WATCH-OUT WOUNDS

DISQUALIFY OR PARK · THE FAN-OUT PROFILE

The vanity number

The stated wound is a follower count or growth-rate complaint. Reid wanted 10,000 followers, felt the launch was a waste, and churned on the metric. When the wound is a number instead of a business outcome, it fans out. **Park it.**

Polite interest

A pleasant call with no cost language. No Yudis line, no referral fear, no felt transition. Interest without pain is a nurture, not a handoff, they stay on the list and off the calendar.

Also route out: 25+ staff or an existing marketing function (that's Graviten's lane) · referral-saturated with no felt need · ICP 2 with zero intent signal · early-stage or sub-$5M · head-down founders with no transition in sight.