EVOLUT

GO-TO-MARKET STRATEGY · 2026–27

How Evolut gets *chosen.*

The next 12 months: who we sell to, what we sell, how buyers find us and start, and how we know it's working.

THE GTM IN ONE SLIDE

Open with the test. Grow with the loop.

Who

Australian mid-market B2B and considered-purchase brands with a shortlist to win.

What

A $2,900 Fitness Test first. Then Niche or an Adaptation. Then Generations, every month.

How they find us

The launch, Evolve into the obvious choice. Then founder content, RocMode referrals and outbound, all opening with a free Score.

How we know

Fitness Tests sold a month, conversion inside 90 days, Generations revenue and our own RocMode score.

WHY THIS PLAN · FROM EVIDENCE TO CHOICES

Every choice here follows from what we know.

What we know	So what	Our GTM choice	Basis
Buyers weigh about five suppliers and choose one.	The cut happens before we can pitch.	Be found and answered first. Open with a free Score.	Evidenced
40–60% of qualified deals end in no decision.	Our biggest rival is doing nothing.	A fixed $2,900 first step, credited within 90 days.	Evidenced
Six buyer types decide across seven stages.	One message for one buyer loses five.	Messages, kit and answers for all six buyers.	Evidenced
We are a small senior studio.	Hours are scarcer than leads.	A self-serve front door. A person sells from Niche up.	Inferred
Our proof sits in four groups of clients.	Proof travels best inside a segment.	Four segments, ranked and worked in order.	Evidenced

Basis: **Evidenced** = on our site or in cited research. **Inferred** = our judgement from that evidence. **Assumption** = to test in the first 90 days. Every slide that follows uses these three labels.

01

Where we play.

The market moment, the clients we want, the four segments where we have proof, and what makes them start looking.

THE MARKET MOMENT

The shortlist is decided before the call.

Buyers now ask ChatGPT, Gemini, Perplexity and Google before they ever talk to a supplier. Being seen is table stakes. Being chosen is the job.

1 in 5

Buying groups weigh about five suppliers and choose one. All five were seen.

40–60%

of qualified deals end in no decision. The biggest rival is doing nothing.

42

moments where a deal is won or lost: 6 buyer types across 7 stages.

THE IDEAL CLIENT

Australian mid-market brands with a shortlist to win.

Big enough to have a buying group and a marketing budget. Small enough that a senior studio changes the result.

Each row says how sure we are: Evidenced, Inferred or Assumption.

01 Size

10 to 500 people. Evidenced. $5–100M revenue: Assumption.

02 Purchase

Considered B2B or high-value consumer buying, decided by a group. Inferred.

03 Team

A marketing lead who owns the number, and a sales team. Inferred.

04 Website

A site that matters to the deal and isn't pulling its weight. Inferred.

05 Place

East coast first, where our studios are: Brisbane, Sydney, Melbourne. Evidenced.

06 Horizon

Acts within a quarter of a trigger. Assumption.

THE BUYING GROUP

Six buyers decide. Each needs something different.

Buyer type	Usually	What they need to see	Decides at
The champion	Marketing lead	A plan they can take upstairs and win with.	Answered
The money	CFO or owner	A fixed price, a credit and no lock-in.	Bought
The user	Sales and marketing team	Work that fits how they already sell.	Preferred
The sceptic	Anyone burned before	Proof, with misses reported as well as wins.	Believed
The boss	CEO or MD	Why this beats doing nothing this quarter.	Bought
The adviser	Board, consultant or PR	A method and a measured baseline.	Believed

Six buyer types across seven stages, Known to Kept, make 42 moments. Buyer types: Evidenced (our site). Who they usually are, what they need and where they decide: Inferred, checked on the first ten calls.

BUYING TRIGGERS

Five triggers, and how we'll know each one fired.

Trigger	How we'll know it fired	First move
A rebrand, merger or new name	Business news and LinkedIn company pages, checked weekly	A free Score on the new name, then a call.
A new website on the plan	Website tenders and requests for quote; the ask in our inbound form	Offer the Fitness Test as the brief before the build.
A funding round or a new leader	Funding news and LinkedIn job changes for CEO and CMO roles	A baseline Score for the new leader's first 90 days.
Losing deals to a rival	Only the client knows. No signal source connected.	Ask on the first call. Offer the head-to-head.
AI answers get them wrong	Our own RocMode Scores across the target account list	Show them the answer, then the fix.

A trigger with no signal we can watch says so. We never guess a source.

PRIORITY SEGMENTS

Four segments, in priority order.

Priority 1

Professional and B2B services

Hard to tell apart and sold on trust. A market of one is worth the most here.

Proof: Experian, Finlease, Humaine

Priority 1

Clean-tech and innovation

New categories need explaining. Buyers ask AI what the thing is before they ask who sells it.

Proof: LAVO, Emesent, Feynlab

Priority 2

Food and consumer brands

Sold through partners and retail buyers, so the story has to travel without us in the room.

Proof: Manassen Foods, Parmalat

Priority 2

Health, education and government

Big buying groups and public scrutiny. Plain English and proof decide who gets the work.

Proof: Health and Wellbeing Queensland, Queensland Government, Griffith University

HOW WE RANKED THE SEGMENTS

Two segments lead. Two follow once the first two prove out.

Segment	Proof on file	Buying group	Asks AI first	Fast to start	Priority
Professional and B2B services	Experian, Finlease, Humaine	High	High	High	Priority 1
Clean-tech and innovation	LAVO, Emesent, Feynlab. LAVO testimonial.	High	High	Medium	Priority 1
Food and consumer brands	Manassen Foods case study, Parmalat	Medium	Medium	High	Priority 2
Health, education and government	HWQ testimonial, Queensland Government, Griffith	High	Medium	Low	Priority 2

Proof on file is Evidenced. The three ratings are Inferred, our judgement today. A fit score out of 100 replaces them after ten Fitness Tests in each segment. Fast to start = can buy $2,900 without a procurement process.

02

What we sell.

How we stand apart, the offer ladder with every price published, why we win, how we lose, and what we say to each buyer.

POSITIONING AGAINST THE ALTERNATIVES

Same senior craft. More rigour. Half the wait.

Option	What you get	What's missing	Price and pace
Traditional agency	Senior craft and big teams.	Hidden prices. Little proof of what moved.	Rebrands $25k–80k+. 8 to 12+ weeks.
Freelancer or AI-cheap	Fast, cheap output.	No strategy and no buyer evidence.	AI audits $1.5k–5k. Days.
In-house team	Knows the business best.	Stretched, close to the problem, no benchmark.	Salaries and tools, always on.
Evolut (recommended)	Senior craft, measured with RocMode.	Scale. We stay a small senior studio.	$2,900 to start. A plan in 2 weeks.

THE OFFER LADDER AND PRICING

Four steps. Every price published.

Start · self-serve

RocMode Score

Free

Minutes. A first read of how AI and search see you.

Why free: it opens every call and every outbound email.

Step 1 · the front door

Fitness Test

$2,900

Two weeks, fixed price. Credited in full within 90 days.

Why: under paid audits at $6.5k–10k, above cheap AI audits at $1.5k–5k.

Step 2 · fix the first gap

Niche or Adaptations

from

$4,900

Websites from $14,900. Niche Sprint $7,900. Full Niche from $19,900.

Why: rebrands run $15k–50k and B2B sites $25k–100k.

Step 3 · keep evolving

Generations

from, a month

$2,900

Tiers $2,900, $5,900, $9,900. No lock-in after the first quarter.

Why: retainers run $4.5k–12k a month. Ours include RocMode.

Fixed-price extras, $4,900 each: Launch Kit, 24 articles, and a proposal template (CRM and sales collateral).

HOW WE WIN

Four reasons we win that a rival can't copy this quarter.

Every price published

Proof: every offer and price is on our site. Most agencies quote after the meeting.

Evidenced · our pricing page

A safe first step

Proof: $2,900, fixed, two weeks, credited in full to the next step within 90 days.

Evidenced · Fitness Test page

Measured, with predictions

Proof: a RocMode baseline, and every change ships with a written prediction. Misses are reported, not hidden.

Evidenced · method page

Senior craft, half the wait

Proof: 25+ years, 1,000+ projects. AI does the legwork, people do the thinking.

Evidenced · studio page

HOW WE WIN · HOW WE WORK

The agency, *evolved.*

Every species faces the same test: adapt or make way. Six shifts sit behind the win themes.

01

~~Weeks~~

Days

Real work in days, not after a six-week discovery.

02

~~Timesheets~~

Fixed prices

Published up front, from $2,900. No hourly meter.

03

~~Layers~~

Senior people

The people you meet are the people doing the work.

04

~~Opinion~~

Evidence

6 buyers, 7 stages, 42 moments, 200+ questions tested.

05

~~The big reveal~~

Built with you

See options early and often, while they're easy to change.

06

~~Handover~~

Always adapting

Generations keep your brand fit every month after launch.

SUPPORT ACT We won't lead with any of this. We evolved so your brand can. The message stays Evolve into the obvious choice.

HOW WE LOSE

Five ways we lose, and the counter-play for each.

We lose when	Counter-play	Basis
The buyer already has an agency they like.	Don't pitch against it. Sell the Fitness Test as the outside benchmark.	Inferred
Nobody decides.	The 90-day credit, a dated plan, and the cost of waiting from their own Score.	Inferred
Our test looks like a cheap AI audit.	Show a worked example and the workshop. Senior people check every score.	Inferred
Procurement wants a bigger supplier.	Lead with references in their sector and published prices. Check panel rules on the first call.	Inferred
The team says they'll do it in-house.	Be the benchmark and the method. Run alongside them, not instead.	Inferred

No real loss reasons are on file yet, so every row is Inferred. Collecting them is the first item on the proof slide.

MESSAGING BY BUYER

One opening line for each of the six buyers.

Buyer	Opening line (said out loud, one breath)	Proof behind it
The champion	In two weeks you get a 12-month plan that shows where you lose deals.	Fitness Test scope, 42 moments
The money	$2,900, fixed, and all of it comes off the next step within 90 days.	Published price and credit
The user	We fix the moments where your buyers stall, weakest first.	The method: vary the weakest moment
The sceptic	Every change ships with a written prediction. We report the misses too.	Predictions in writing
The boss	Find out why buyers choose a rival before your next pipeline review.	Head to head with five rivals plus do nothing
The adviser	We ask ChatGPT, Gemini, Perplexity and Google 200+ buyer questions and score them.	Fitness Test method

Proof is Evidenced. The lines are drafts: each is a variation we test with real buyers, and the winner is kept.

03

How buyers find us and start.

The motion decision, the funnel, channels and coverage, RocMode, and the sales motion with its gates, objections, kit and proof.

MOTION DECISION

Sales-led at the core, with two doors in.

Primary · sales-led

A person sells

The founder and senior team sell Niche, Adaptations and Generations.

Demand lands: a call, then a proposal.

Secondary · self-serve

The front door

The Score is free online. The Fitness Test can be booked without a call.

Demand lands: a Fitness Test booking.

Secondary · partner-led

Introductions

RocMode introductions and referral partners bring warm buyers.

Demand lands: an introduced call.

The boundary

Up to $2,900 a buyer can serve themselves. From Niche up, a person sells.

Why: a year of Generations starts at $34,800, which is worth a person's time.

What it commits us to

1. Campaigns end in a call or a booking, not clicks.
2. Kit and objections are written for a person-led sale.
3. Rates stay modelled until bookings and CRM are joined.

THE FUNNEL · MODELLED UNTIL MEASURED

One funnel. Five numbers to prove.

RocMode Scores

Counted monthly

Source: RocMode sign-ups

First calls

Rate set at the 90-day review

Source: calendar bookings

Fitness Tests

Rate set at the 90-day review

Source: bookings and payments

Niche or Adaptations

Rate set at the 90-day review

Source: signed proposals

Generations

Rate set at the 90-day review

Source: billing

Bar heights are illustrative. Every rate is modelled until the 90-day review, then shown only with its source.

CHANNELS

Seven channels, each aimed at a stage.

Channel	What we do	Stage
Founder content and the book	Field Notes each fortnight, and Seen Isn't Selected	Known
Launch: the obvious choice	Be the obvious choice at all 42 moments; the free Score is the way in	Known
Search and AI answers	Answer pages for what our buyers ask AI	Found
RocMode referrals	Score users who want hands, introduced to us	Answered
Targeted outbound	A free RocMode Score as the opener, then a call	Known
Events and workshops	Method sessions in our three cities	Believed
Referral partners	Clients, PR firms and consultants who refer	Preferred

COVERAGE AND ROUTING

Every segment, traced from demand to handoff.

Segment	Demand: where they come from	Pursuit: the play	Handoff: what crosses	Pipeline guardrail
P1 · Professional and B2B services	Founder content, answer pages, outbound with a free Score	Founder call, head-to-head with their rivals	Score and call notes into a Fitness Test proposal	Set at the 90-day review
P1 · Clean-tech and innovation	Answer pages on the category, RocMode introductions	Category story, LAVO quote	Score and category questions into a Fitness Test	Set at the 90-day review
P2 · Health, education and government	Method sessions, referral partners	Plain-English proof, HWQ quote, panel check	Qualified brief into a Fitness Test or quote	Set at the 90-day review
P2 · Food and consumer brands	Manassen case study, events, referrals	A story that travels through retail buyers	Score into a Fitness Test	Set at the 90-day review

Uncovered segments: none. Each guardrail is the pipeline a segment must carry, modelled until the 90-day review.

THE PARTNER MOTION WITH ROCMODE

RocMode tells you the odds. Evolut changes them.

The Score opens the door

A free RocMode Score on every page of our site and in every outbound email.

Referrals come in

RocMode users who want hands are introduced to us as the implementation partner.

Measurement keeps them

The Fitness Test sets the baseline. Generations includes RocMode every month.

THE SALES MOTION

Six steps from Score to proposal.

01
Score
Free, in minutes. Shows the weakest stage.

Day 0

02
Call
Who buys, who they lose to, and the price.

After the Score

03
Fitness Test
$2,900, two weeks. All 42 moments scored.

Days 1 to 8

04
Workshop
90 minutes with their team on the findings.

Day 9

05
Plan
A 12-month plan for review, and the RocMode baseline.

Day 10

06
Proposal
The first gap, quoted, with a written prediction.

After the plan

The rule: if they start within 90 days, the full $2,900 comes off the next step.

STAGE GATES

Each step has a way in and a way out.

Step	Enters when	Exits when	Asset
Score	A trigger fires, or they find us.	They book a call, or go to nurture if they go quiet.	Score email
Call	A Score, an introduction or an inbound ask.	Passes the four required checks, or a polite no.	Call guide
Fitness Test	Qualified, and $2,900 paid.	Evidence scored by day 8.	One-pager
Workshop	Scores ready, day 9.	The team agrees the weakest moments.	Findings
Plan	Workshop done, day 10.	A first gap chosen, with a written prediction.	12-month plan
Proposal	Plan accepted for review.	Signed inside 90 days, or closed with a reason.	Proposal

A step is done when its exit is met, not when time passes. Every closed deal records why.

QUALIFICATION

Qualify on the call, before the test.

Four checks are required. Two make a good fit better. A no is a kind answer, early.

01 **A considered purchase, decided by a group.**
Required

02 **Someone on the call can approve $2,900.**
Required

03 **The website or brand is part of how they win.**
Required

04 **They will name the rivals they lose to.**
Required

05 **A live trigger from the five.**
Nice to have

06 **In a Priority 1 segment.**
Nice to have

OBJECTION HANDLING

Six objections, one per buyer, answered.

Buyer	They say	We say	Proof
The champion	"I can't sell another agency upstairs."	Take the 12-month plan upstairs. It is the business case.	On file
The money	"$2,900 for a report?"	It is credited in full within 90 days, and it ends in a plan.	On file
The user	"We don't have time for a project."	Two weeks: one kick-off and a 90-minute workshop.	On file
The sceptic	"AI visibility is snake oil."	We write the prediction before anything ships, and report misses as well as wins.	To collect
The boss	"Why now?"	Your Score shows where buyers drop you this quarter.	On file
The adviser	"Isn't this an SEO audit?"	It scores 42 moments and six buyers against rivals, not keywords.	On file

On file = the answer rests on our site today. To collect = we answer with the method until our 2025 results are reconfirmed.

SALES KIT · SPECIFIED, NOT JUST NAMED

Five assets, each with one job and one ask.

Asset	Job and stage	Contains	The one ask
Score follow-up email	Turns a Score into a call. Known to Answered.	Their weakest stage, one rival, one fix	Book a call
Fitness Test one-pager	Explains the test. Answered.	Scope, 10-day schedule, price, credit	Book the test
Worked example	Shows the output. Believed.	Our own Fitness Test: plan, scores and a prediction	See yours
Proposal with prediction	Wins the next step. Preferred to Bought.	First gap, quote, prediction, credit	Sign within 90 days
Sector proof pack	Answers the sceptic. Believed.	Case study, testimonial, client list per segment	Ask for a reference

Each asset is built once, tested as a variation, and the winner becomes the standard.

PROOF WE STILL NEED

Three kinds of proof the plan is waiting on.

Why we lost

Reasons from recent pitches we didn't win, and from clients who left.

Status: needed

Clients who'll vouch

Two testimonials on file. One named reference per segment.

Status: 2 on file, 4 segments to cover

Procurement papers

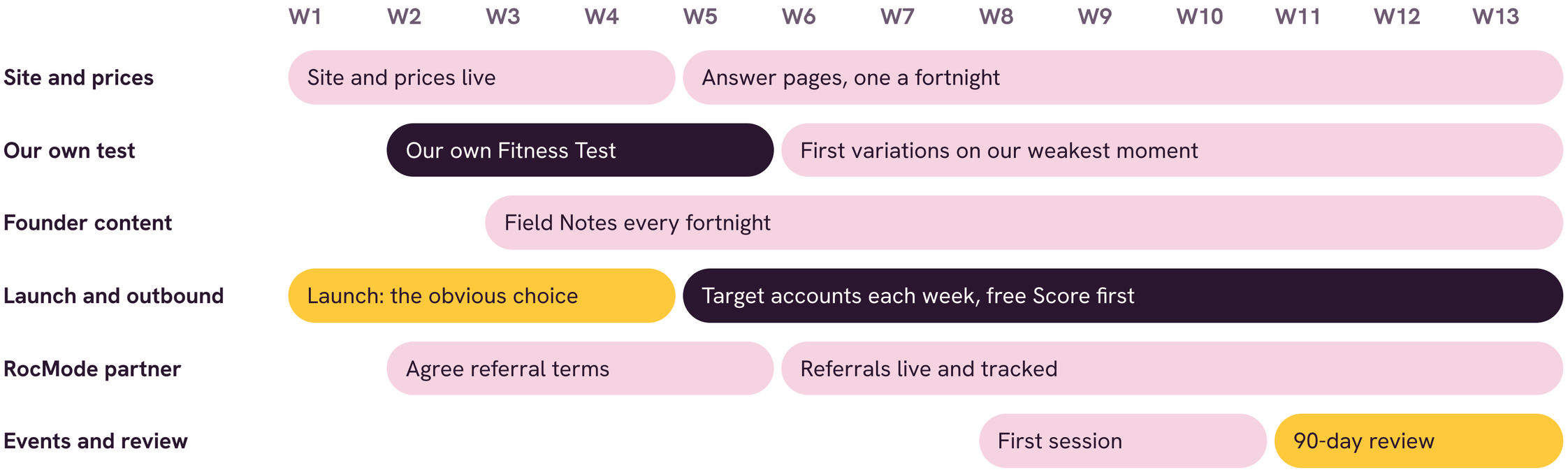
Insurance, privacy and security documents for government and large buyers.

Status: needed

Until each one arrives, the matching objection is answered as proof to collect, never with a claim.

THE 90-DAY LAUNCH PLAN

Thirteen weeks to a working engine.



Week 1 starts Friday 16 October 2026, public launch day (site live quietly 15 October). Butter marks the launch and the 90-day review.

12-MONTH MILESTONES AND SEQUENCING

Launch, prove, scale, compound.

Q1

Launch

Lead: Priority 1 · founder content and outbound

Site and every price live.

Launch: Evolve into the obvious choice.

First Fitness Tests sold.

Q2

Prove

Lead: Priority 1 · RocMode introductions and answer pages

First test clients start Niche or an Adaptation.

RocMode referrals flowing.

Our own first re-test, against our baseline.

Q3

Scale what works

Lead: Priority 2 opens · events and referral partners

Double down on the two best channels.

Method sessions in all three cities.

LinkedIn and search ads, only behind what won.

Q4

Compound

Lead: all four · the two best channels

Generations revenue tracked every month.

Second re-test of our own 42 moments.

Year-two plan, built from the evidence.

Priority gate: Priority 2 opens once Priority 1 shows Fitness Tests selling and converting. Checked at the Q2 review.

DECISION GATES

Four gates. Nothing moves on a default.

1
Approve the plan
Who, segments and motion are filled. Open items are named, not blank.

Before launch

2
Fund campaigns
Paid spend only once the motion is confirmed and we know where demand lands.

After gate 1

3
Open Priority 2
Priority 1 shows Fitness Tests selling and converting.

Checked at Q2 review

4
Review at 90 days
Real rates replace modelled ones. If the motion changes, each part is kept, redone or dropped.

Week 13

RISKS AND HEDGES

Six ways this could stall.

The test looks like an AI audit.

Senior people check every score and run the workshop.

Tests don't turn into bigger work.

The 90-day credit, and the first gap quoted by day 10.

A small studio runs out of hours.

Tiers sell studio time. Cap tests each month.

Too much rides on RocMode.

We stay independent and grow our own channels too.

AI answers move slowly.

No dates promised. We re-ask and report misses as well as wins.

The founder is the bottleneck.

A fixed content cadence. The team runs workshops.

STARTING THIS WEEK

The first five moves.

Each one has an owner and a date.

01 **Publish the site and every price.**
Live 15 October, launch 16 October. The free Score on every page, the Fitness Test bookable.

02 **Run our own Fitness Test.**
In the first 30 days after launch. Our own 42 moments, measured.

03 **Agree the RocMode referral path.**
Who gets introduced, when, and how we track it.

04 **Build a list of target accounts.**
In the four segments. Each gets a free Score before a call.

05 **Ship the first Field Note.**
One finding, one fix. Then every fortnight, without fail.

EVOLUT

Evolve into the *obvious choice.*

Open with the test. Grow with the loop. At every one of the 42 moments.