

The Strategic Authority Marketing Program™

It's time to stop to stop worrying about not having enough clients and start building a system that gives you clients on command.

The way consulting services are bought has changed. Your next best client isn't waiting for a recommendation. They're online right now, researching, comparing, and forming opinions before they ever pick up the phone. But it's hard to cut through the noise and be heard, and when you just pitch your services, they're not ready to listen.

And the bar has shifted. Clients are more demanding about what they want, how they want it delivered, and what they expect from a firm at your level.

Then there's AI and technology tearing through the market. The work that used to require a senior consultant is being commoditised. Fast. The firms that don't adapt won't just stop growing. They'll become irrelevant.

You've built something real. A great team, real clients, real results. But the business still runs on you and the changing market dynamics just add more pressure.

Our goal is to transform you from the operator keeping the lights on into having the firm that is regarded as the accepted authority in your market, one who attracts premium clients consistently, without you cranking the handle every single time.

Together we'll build the Strategic Authority System™ in three phases:

1. Authority Positioning: We'll establish your market position as the accepted authority and help you build core authority assets so prospects know exactly who you are, what you stand for, and why you're the obvious choice before they ever speak to you.

2. Focused Specialization: We'll sharpen your message and offer so you stand above every other consultancy in your space, magnetic to the exact clients worth having.

3. Attraction System: We'll install the systems that keep your authority working around the clock, automatically generating quality leads and converting them without you being the engine.

Together we'll not only build the machinery, we'll get the cash flowing using our Strategic Authority System™ over the next 12 months.

You will get weekly Private Support Calls with me to map your Strategic Authority System™ and build the exact roadmap for your market, your firm, your timeline. In addition, you get access to our video workshop vault, weekly group mastermind calls and email feedback.

The first 90 days are about setting the Authority Positioning foundation.

Most consultancy firm owners have never been taught to articulate exactly why and how they're unique. They know they're good. They just can't say it in a way that makes a cold prospect stop scrolling and reach out. We fix that first.

We'll define your authority positioning, build your core content assets, and create the kind of market presence that attracts attention and gets quality prospects showing up presold, ready to invest.

The next 90 days are about accelerating your results through developing your Focused Specialization.

This is where you get golden. We'll sharpen your message across every channel until your ideal client feels like you're speaking directly to them, describing their problems, using their language, enlightening their world, compelling them to act. By the end of this phase, you won't be competing for clients. You'll be the only sensible option.

The final 6 months are about automation and delegation as we scale what's working from the first two phases and build and expand your Strategic Attraction System.

This is where consultancy business owners separate from the pack. We'll systemise your lead generation, your nurture, your conversion, so the business is pumping out cash without you having to lift a finger to get brilliant clients in front of you wanting to get started.

You'll have a team that operates inside a clear authority framework. A pipeline that moves without you pushing it. And a business that doesn't collapse the moment you step back.

Here's what we'll build together across the full 12 months:

- Your authority positioning, building the single clear market stance that makes you the obvious choice.
- Your differentiated, specialized offer stack, structured for premium clients and pricing.
- Your authority content engine, producing authority signals that work while you sleep.
- Your lead generation system, attracting qualified prospects from fresh sources.
- Your conversion process, turning interest into signed clients systematically.
- Your firm-wide authority framework, so your consultancy's reputation isn't dependent on you being in every room.

If you follow the Strategic Authority System™ and do the work, your market will know your name, your pipeline will stop depending on luck, and your revenue and profits will grow predictably.

Most clients who commit to this fully see meaningful return on investment inside the first 90 days.

One new premium client from this program typically covers the investment many times over.

Your investment is USD\$2,600 to get started, then monthly payments of USD\$2,600 for as long as you want to remain in the program (after a minimum 3-month commitment).

If all you did was land one additional premium client you wouldn't have won from a referral, or your old methods, you'd be golden.

Most clients make this investment back inside the first phase.

Spots are limited. This is a hands-on program and Greg works directly with a small number of firms at a time.

The current cohort closes by the 20th of the month, or when 10 participants are registered, whichever comes first.

When the current cohort closes, you'll be added to the wait list until we open for registration again. Click this link to apply: <https://businessflightpath.com/apply>