

Tech Solutions London

Free Business Opportunity Manual — Preview Edition

Curated by a performance marketer with 10+ years experience—focused on what drives acquisition, ROI, and profitable scale.

| What you'll see in this preview | What unlocks with the full manual |
|--|---|
| Executive summary snapshots, market fit insights, and initial budgeting templates. | Full playbooks, supporting analytics, 90-day/180-day/365-day growth roadmaps, and live support. |

Note: This is a partial, non-distributable preview. For the complete manual and live support, book a consultation.

Executive Summary — Teaser

- Positioning: Bespoke, empathetic tech consultancy for London professionals aged 45–54.
- Year 1 target revenue: £920,000. Break even: month 4. Projected ROI: 1,314%.
- Why it works: Underserved, high intent segment + premium service experience = high LTV, defensible margins.

Full narrative includes investment breakdowns, risk buffers, and operational guardrails. (Redacted in preview.)

Market Opportunity

- Target: Affluent, tech dependent, value conscious 45–54 professionals in London.
- Persona: “Sarah”, 48, Marketing Director—values clear comms, reliable support, and is willing to pay premium.
- Implication: Messaging should lean on clarity, trust, concierge style service, and outcomes vs. jargon.

Offer Ladder (Pricing Tiers) — Snapshot

| Tier | Focus | Typical Price |
|--------------------------|---|---------------|
| Essential Support | Device setup, troubleshooting, basic training | £75–150/hr |
| Professional Consultancy | Security, digital strategy, advanced training | £150–300/hr |
| Premium Solutions | Digital transformation, custom builds, advisory | £300–500/hr |

Full pricing calculators, margins, and packaging templates are included in the complete manual.

Acquisition Engine — From Attention to Revenue

Awareness: Local SEO, paid social to age/affinity cohorts, and PR to local business media.

Interest: Content marketing, webinars, and lead magnets (free consult, downloadable guides).

Desire: Case studies, reviews, and email nurtures to prime for premium tiers.

Action: Clear CTAs, launch offers, and schedule■first UX to reduce friction.

Launch budget snapshot (preview): Website, paid social, and content—see full manual for allocations.

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Your First 90 Days — Snapshot

- **Weeks 1–4:** Set up entity, banking, accounting; licenses; CRM/website; suppliers; soft launch + feedback cycles.
- **Month 2:** Activate Google & Meta ads; target first £2.5k revenue; refine messaging.
- **Month 3:** Referral engine; part-time assistant; ~£3.2k revenue; process hardening.
- **Month 4:** Break-even trajectory; scale what's converting; quality-assure onboarding.

Hiring roadmap, retention loops, and channel optimization are expanded in the full version.

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What You'll Unlock In The Full Manual

- Executive Summary & Market Opportunity (deep dive)
- Business Model & Offer Packaging (templates)
- Financials: CAC/LTV, margin models, and revenue projections
- Implementation Timeline: day■by■day setup
- Omni■channel Marketing Strategy & media mix models
- Ops Stack: CRM, accounting, PM, POS recommendations
- Risk Management & mitigation playbooks
- Growth Strategy: scale triggers and next■location readiness
- Getting Started: checklists, SOPs, and scorecards

Some metrics and specifics have been redacted in this preview to protect IP and maintain client exclusivity.

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**Join the movement and book
consultation now to view the full PDF**

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