

F • L • E • X framework

What is flex?

FLEX turns focus into durable growth. It combines clear guardrails, data-driven triggers, small capped tests, and a 90-day decision cadence:



Focus with Flexibility:

Be explicit about who you serve best, and pre-define adjacent ICPs so you can move when the signal shifts.



Leverage Data for Direction:

Let numbers— not vibes—drive decisions.



Experiment (Beyond the Niche):

Run small, capped tests to find new traction cheaply.

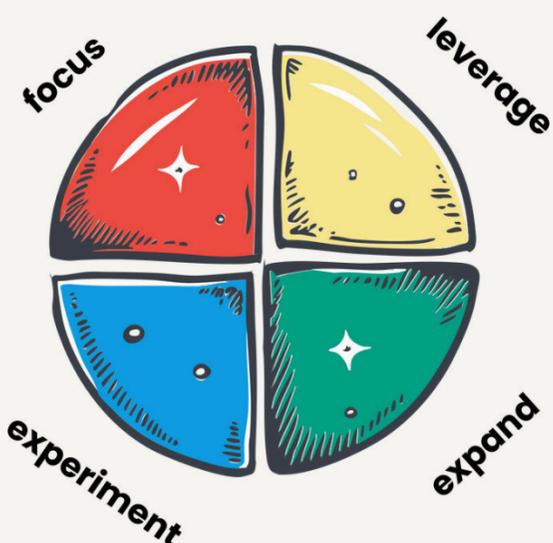


eXpand or eXit Strategically:

Scale winners; exit cleanly.

Core Guardrail

No single client should exceed 15% of revenue (protects pricing power, margin, and staffing).



QUESTIONS?

reach out

Aaron Eaves

aaron@marketingrefresh.com

[linkedin.com/in/aaroneaves](https://www.linkedin.com/in/aaroneaves)

Weekly Decision Triggers (Trigger → Action)

Trigger	Action
<i>Sales cycle +40% (rolling 60–90 days)</i>	Tighten ICP or reframe offer so deals regain momentum.
<i>Inbound by ICP -20% (~60 days)</i>	Reallocate presence to higher-yield channels (events, video, podcasts).
<i>Proposal win-rate <35% (2 months)</i>	Fix qualification & messaging (fit/clarity over price).
<i>Any client >15% of revenue</i>	Activate diversification to protect price power, margin, and staffing.

Experiment: 3 Simple Tests

Offer tweak: Repackage what you already sell or add a light guarantee.

Presence push: Show up where buyers are—one event, a few short videos, or a podcast spot (you must be present to win).

Message angle: Try a new headline/hook for the same ICP.

The 90-Day F•L•E•X Loop

Refocus: Publish ICP yes/no criteria; pre-approve 1–2 adjacent ICPs.

Indicators: Maintain a weekly dashboard (cycle, inbound by ICP, lead → proposal, win-rate, capacity).

3 micro-bets: Run the tests above with small time/\$ caps and a single success metric.

Decide Day 90: Scale the winner. Sunset one loser. Repeat the loop.

60-Minute Jumpstart (Do It Now)

- Draft ICP yes/no; pick 2 adjacent ICPs.
- Stand up a 4-metric dashboard.
- Launch ONE micro-bet with a single success metric.