

STRATEGIC DIRECTION ROUTE TO SUCCESS

MILESTONES JM DIGITAL DECISION KITS



PROGRESS

72%

On Track

OPPORTUNITY



Expanding into new markets and strategic partnerships.

NEXT STEP



Finalize partnership strategy and initiate outreach.

Executive clarity before major platform, AI, or architecture spend.

Fully self-serve

\$200

core investment

Self-serve decision products for retail and ecommerce leaders who need practical direction without a custom advisory engagement.

The challenge is rarely the tool alone.

Retail leaders usually see symptoms first: slow delivery, unclear ownership, fragmented data, AI pilots that cannot scale, or platform decisions that feel bigger than expected.

The first useful move is to identify the constraint.

Then leadership can decide what to stabilize, simplify, or fund.

The kit turns a messy decision into an executive-ready path.

60

**minutes to
practical
decision clarity**

The core offer is built to feel obvious.

A JM Digital Decision Kit gives buyers the structure of a senior advisory review in a fully self-serve format.

- Guided intake for the real business situation.

- Scorecards and templates that turn discussion into evidence.

- A 30/60/90 action path leaders can use immediately.

\$200

core investment

Every kit produces assets a team can actually use.

The buyer receives the same thinking in multiple formats so the work can move from individual clarity to leadership alignment.

- **PDF executive report, Google Doc, spreadsheet scorecard, and Notion-style workspace.**

- Leadership memo, ROI framing worksheet, risk checklist, and internal alignment worksheet.

- Related JM Digital article or case study companion for context.

Launch with AI readiness and retail architecture.

These first kits match the strongest JM Digital credibility and the highest buyer urgency.

AI Production Readiness

Know whether an AI idea can survive real operations.

Retail Architecture Diagnostic

Find the operating, data, platform, and ownership constraint.

AI Demo-to-Production Pre-Mortem

Name failure paths before the pilot scales.

Retail Data Ownership Before AI

Clarify ownership before automating unreliable data.

Platform Decision Readiness

Pressure-test platform choices before vendor demos.

A simple ladder creates volume and trust.

The entry offer gets attention, the core offer captures demand, and premium advisory creates the high-trust path.

Offer	Investment	Best for	Outcome
Entry Kit	\$49-\$79	Curious buyers	Checklist, scorecard, and first-pass clarity
Core Decision Kit	\$200	Serious leaders	Executive-ready decision assets
Premium Advisory Review	\$1,500-\$3,500	Teams with active decisions	Senior interpretation and advisory notes
Add-ons	\$250/hr session	Buyers who need more	Office hours, memo refinement, or implementation planning

The bonuses make the core offer feel substantial.

The kit is positioned as an advisory system, not a template pack.

Bonus	Value	Use	Why it matters
Executive summary template	\$150 value	Leadership clarity	Turn findings into a concise decision narrative
30/60/90 action path	\$150 value	Next-step focus	Separate immediate stabilization from later scale
Vendor red-flag questions	\$100 value	Better evaluation	Prepare for platform and vendor conversations
ROI framing worksheet	\$150 value	Business alignment	Connect technology choices to margin, effort, risk, and growth
Scorecard calculator	\$100 value	Evidence	Rank readiness and constraints in a simple way

Risk reversal makes the decision easier.

If the kit does not help the buyer identify at least one meaningful constraint, risk, dependency, or executive decision, they can request another kit at no added investment.

- **The buyer is not left with thin material.**
- The replacement path keeps trust high without adding service burden.
- Monthly refreshes keep the material current with retail, ecommerce, AI, and platform patterns.

1+

meaningful
constraint
surfaced

Premium advisory stays clean and focused.

Premium does not include implementation planning. That remains a separate add-on.

Offer	Investment	Best for	Outcome
Executive Advisory Review	\$1,500	Completed kit review	Written advisory notes and decision options
Leadership Decision Brief	\$2,500	Internal alignment	5-7 page executive brief
Platform or AI Readiness Review	\$3,500	High-stakes decision	Executive readout and readiness view
Office-hours access	\$250/hr session	Extra support	Asynchronous product stays intact

Start with the decision that carries the most risk.

For most buyers, that will be AI production readiness, retail architecture, data ownership, or platform decision readiness.

Choose the first Decision Kit

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