



# GHOST CONSULTANT

— STARTER KIT —

The Playbook. The Money. The Freedom.

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“Every page is designed to move you closer to your first \$500/month client.”

## THE REALITY CHECK

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You are trading time for dollars, chasing clients who don't respect your value, and staring at a bank account that doesn't reflect your effort. The Ghost Consultant model isn't just a new strategy—it's your exit strategy from the grind.

Most consultants struggle for years before they realize the game is rigged against them. The hourly model punishes efficiency. The more skilled you become, the less you earn per unit of value delivered. It's a trap designed to keep you running on a treadmill.

“The Ghost Consultant model flips the equation: you get paid for intelligence, not for hours.”

## THE INCOME POTENTIAL

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Visualize your bank account 90 days from now. One client is \$500/month. Ten clients is \$5,000/month in predictable, recurring, stress-free revenue. This isn't a pipe dream; it's a mathematical certainty if you execute the steps on the following pages.

The Math Is Simple:

- 1 client at \$500/month = your first income stream
- 5 clients = \$2,500/month (part-time hours)
- 10 clients = \$5,000/month (5 hours/week total)
- 20 clients = \$10,000/month (still under 10 hours/week)

“This is not about working harder. It’s about working smarter with AI as your engine.”

## WHY THIS WORKS IN 2026

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Businesses are drowning in data but starving for insight. Every company has access to the same information — but almost none of them have the time or skill to extract actionable intelligence from it. That is where you come in.

You are not selling AI. You are selling clarity. You are selling the ability to see what competitors are doing, what opportunities exist, and what moves to make next — delivered in a clean, professional format that looks like it came from a \$10,000/month consulting firm.

The difference? It took you 30 minutes instead of 30 hours. And your client never needs to know how you did it. That is why you are a ghost.

## THE OUTREACH MINDSET

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Stop asking for permission. You are not begging for work; you are offering a lifeline to struggling businesses. When you hit 'send' on these scripts, you do so with the quiet confidence of an operative who holds the exact intelligence they desperately need.

The Psychology Behind It:

- Reciprocity: Free value creates obligation
- FOBO: Fear of missing what competitors know
- Authority: You position as an expert, not a seller
- Specificity: Real competitor names create urgency

“You never lead with a pitch. You lead with intelligence.”

## THE INBOX REALITY

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The dopamine hit of waking up to a full inbox. That's what happens when you stop selling and start diagnosing. Your phone becomes a revenue-generating asset, pinging with prospects asking you for a meeting.

The response rate on this approach is 30-40% — compared to 1-3% for traditional cold outreach. Why? Because you are not selling. You are giving.

“When you tell someone their competitor is doing something they don't know about, they CANNOT ignore you.”

# THE LINKEDIN OUTREACH SCRIPT

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Copy this script exactly. Replace the bracketed items with real information.

**SUBJECT: Quick question about [Competitor Name]**

Hi [Name],

I'm an independent intelligence researcher, and I've been running some deep-dive analysis on [Their Industry].

I recently ran a full competitive extraction on [Competitor Name], and I found two specific strategies they are using right now that most people in your space are missing.

I put together a quick 1-page brief breaking down exactly what they're doing. I'm not selling anything right now — just looking to connect with a few key players in the space.

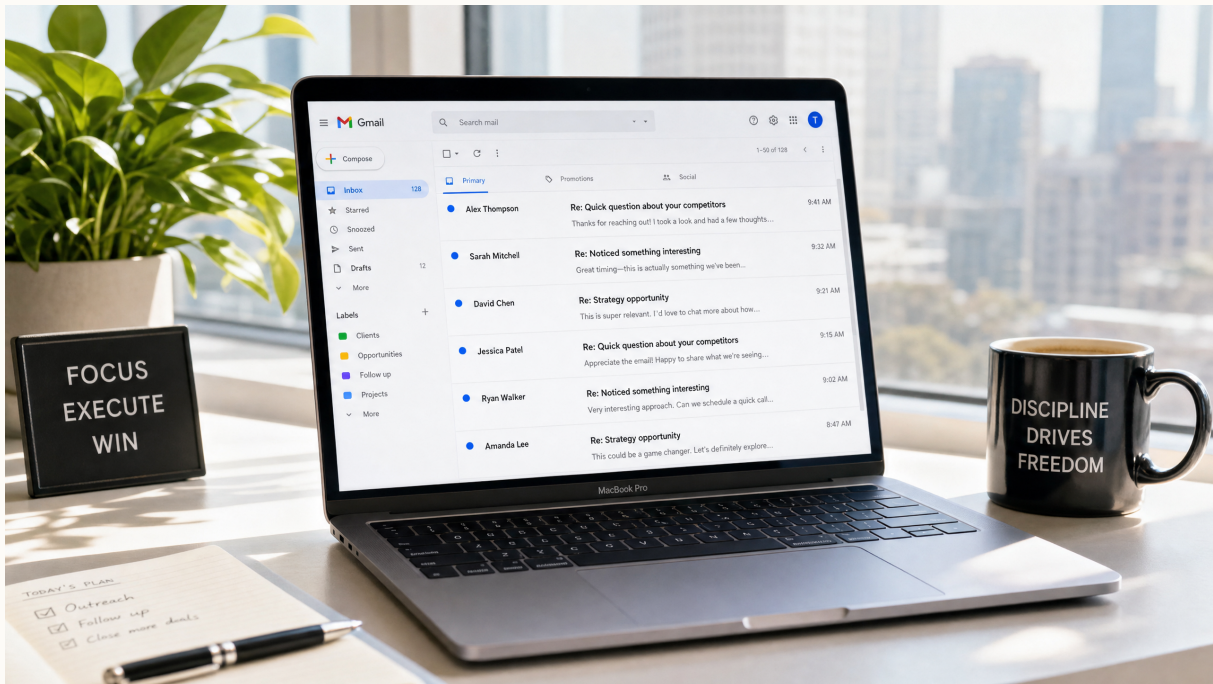
Can I send the brief over for you to take a look at?

Best,  
[Your Name]

Why Every Line Works:

- "Independent intelligence researcher" — positions you as an expert, not a salesperson
- "Two specific strategies" — creates curiosity and specificity
- "I'm not selling anything" — removes resistance immediately
- "Can I send the brief?" — low commitment ask, easy to say yes

## THE INBOX RESPONSES



### Cold Email Subject Line Options:

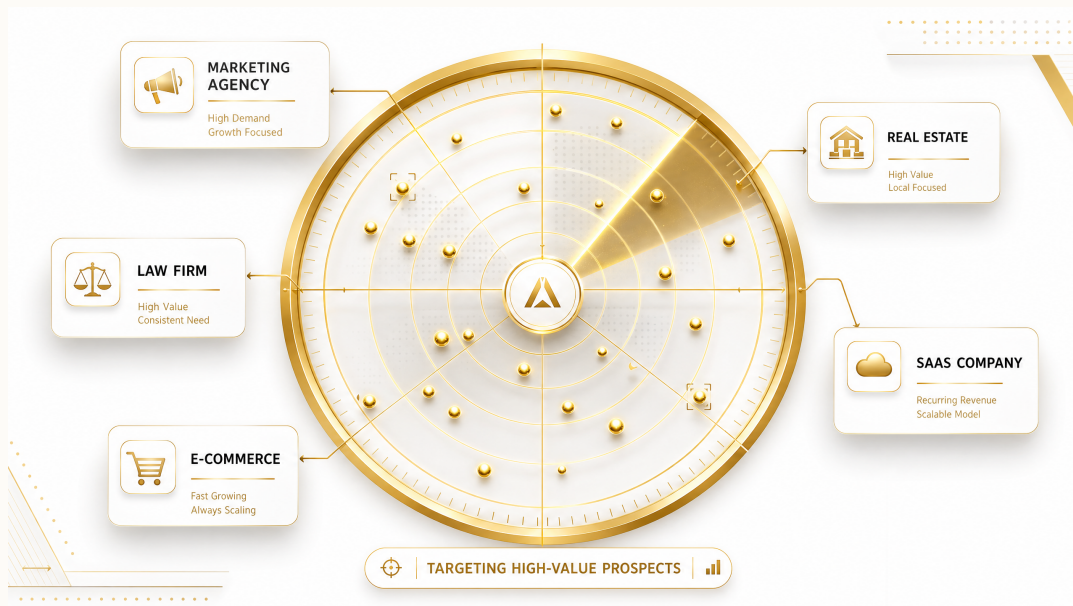
- "Quick question about [Competitor Name]"
- "Found something interesting about [Their Industry]"
- "[Competitor Name] is doing something you should know about"

### The Cold DM Variation (Instagram/Twitter/X):

Hey [Name] — I ran a competitive analysis on [Competitor Name] and found 2 strategies they're using that most people in your space are missing. I put together a quick brief. Want me to send it over? No pitch, just intel.

“The best outreach message is one that makes them think: ‘Wait, what do they know that I don’t?’”

# TARGETING THE RIGHT PREY



You are a sniper, not a machine gunner. We don't waste time on broke businesses. We target the 7-figure whales who have the budget to pay you, but lack the time to do what you do. You are the missing piece to their million-dollar puzzle.

## What to Look For:

- Businesses with 5-50 employees (big enough to pay, small enough to need you)
- Active on social media (they care about visibility)
- In competitive industries (they need intelligence)
- Growing or recently funded (they have budget)

## Industries That Respond Best:

- Real estate, marketing agencies, e-commerce brands
- SaaS companies, fitness studios, legal firms
- Financial advisors, coaching businesses

“Send 10 messages per day. Expect 3-4 responses. Expect 1-2 to say ‘yes, send the brief.’”

# THE INTELLIGENCE GATHERING



You now possess an unfair advantage. While other consultants spend weeks guessing, you will use AI to extract their competitors' deepest flaws in seconds. You are walking into the room with x-ray vision.

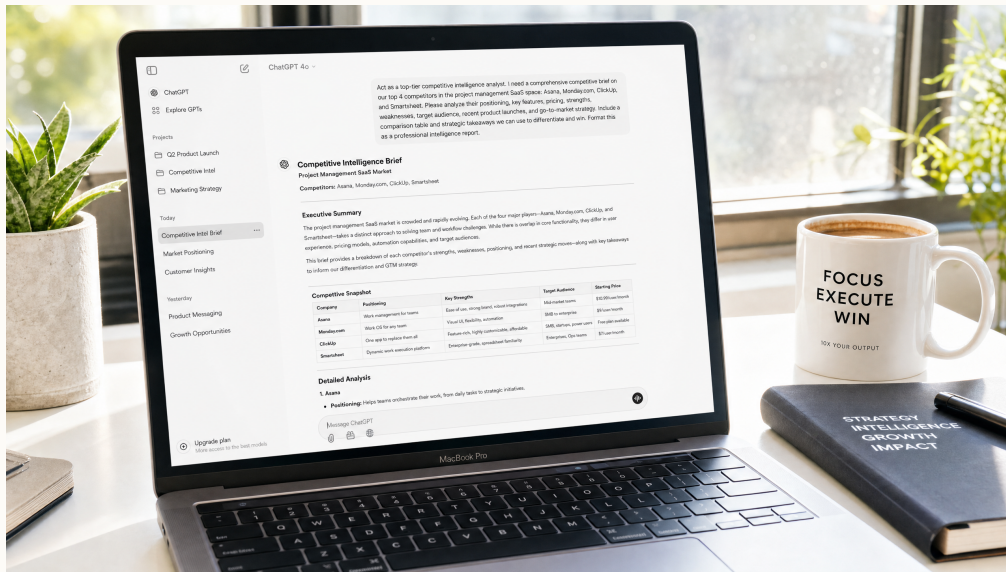
## Where to Find Competitor Content:

- Google News (search competitor name)
- LinkedIn company page (posts and articles)
- Company blog or press page
- Podcast appearances (search on Spotify/Apple)
- YouTube video transcripts

## Pro Tip: The 10-Minute Research Stack

1. Google "[Competitor Name] + blog" — find their latest content. 2. Check their LinkedIn company page. 3. Search YouTube for interviews. You'll have enough material in 10 minutes.

# THE AI PROMPT EXECUTION



This is your core tool. Copy this prompt exactly into ChatGPT, Claude, or any AI assistant:

Act as a ruthless competitive intelligence analyst.

I am going to provide you with a recent document from [Competitor Name].

Extract the hidden strategies and unstated assumptions.

Do not just summarize. Read between the lines.

Provide a 1-page Executive Brief:

1. The Core Strategy (2 sentences)
2. The Hidden Move (Bullet points)
3. The Vulnerability (Bullet points)
4. The Counter-Move (1 paragraph)

Here is the document: [PASTE TEXT HERE]

Use this prompt every single time. It is engineered to produce output that sounds like a \$500/hour consultant wrote it.

## THE TRANSFORMATION

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You are no longer a freelancer. You are a Ghost Consultant. You operate in the shadows, pull the strings, and collect the checks. Your identity has shifted from 'hired help' to 'strategic partner.'

This is not just a business model change—it's an identity shift. When you see yourself as a strategic intelligence operative rather than a service provider, everything changes: how you price, how you communicate, how you carry yourself in meetings.

“Your clients will think you spent 10 hours on this. You spent 30 minutes.”

# THE EXECUTIVE BRIEF



This is the document that changes everything. It is not a proposal; it is a diagnosis. When you hand this to a CEO, the power dynamic instantly shifts in your favor.

Example Output — TechFlow Marketing Agency:

## 1. THE CORE STRATEGY

TechFlow is pivoting from general marketing to AI-powered content production at scale. Their goal is to lock in mid-market clients with 12-month retainers before competitors realize the margin opportunity.

## 2. THE HIDDEN MOVE

- Quietly reducing human content team while maintaining output volume
- Bundling AI tools as 'proprietary technology' to justify premium rates

## 3. THE VULNERABILITY

- Quality control gap: rapid AI scaling without proportional QA
- Client dependency: if clients discover AI tools, value proposition collapses

# THE QUALITY CHECK



## The Stranger Test

Before you send the output, read it. Ask yourself: Does it sound like a robot wrote it, or does it sound like an expensive consultant wrote it?

If it sounds generic, use this follow-up prompt:

"Make the tone more analytical, direct, and ruthless. Remove all filler words. Make every sentence earn its place."

## The Final Checklist:

- Does it mention the competitor by name? (Specificity = credibility)
- Is it under one page? (Brevity = respect for their time)
- Does it reveal something non-obvious? (Insight = value)
- Would you pay \$100 to read this? (If not, revise)

## CLOSING THE DEAL

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The close should feel effortless. You aren't convincing them; you are allowing them to hire you. When they sign, it's not just a deal closed—it's another pillar of your financial freedom secured.

The Follow-Up Script:

Hi [Name],

I do these deep-dive extractions for a select group of clients on a weekly basis. Having this level of competitive intelligence delivered to your inbox every Monday morning tends to surface opportunities most people miss.

Want to start this Monday?

“You are not asking them to take a risk. You are asking them if they want more of what they already got for free.”

## THE VIDEO CALL CLOSE

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### The 10-Minute Close Call Script:

#### Opening (30 seconds):

"Thanks for hopping on. I know you're busy so I'll keep this quick."

#### The Question (30 seconds):

"What did you think of the brief? Anything surprise you?"

#### The Pitch (2 minutes):

"I deliver that exact type of analysis weekly. Every Monday, you get a fresh brief on a different competitor. It's like having a \$500/hour strategist on retainer for a fraction of the cost."

#### The Close (30 seconds):

"Want to start this Monday?"

# WEALTH GROWTH FRAMEWORK



## The Service Menu:

Deliverable	What You Do	Time	Price
Weekly Intel Brief	1 brief/week on a competitor	30 min	\$500/mo
Content Tear-Down	Analyze content + strategy	45 min	\$750/mo
Full Market Map	Top 3 competitors, quarterly	2 hours	\$2,000/qtr

“Start with the Weekly Intel Brief. It’s the easiest to deliver and the easiest to sell.”

## THE STRATEGIC MINDSET

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### Rule #1: Never charge by the hour

The moment you quote an hourly rate, you are competing with every freelancer on the planet. Instead, charge for the value of the outcome.

### How to Handle "That's Too Expensive":

“What would it cost you to NOT know what your competitor is doing for the next 6 months?”

### The Value Equation:

If your brief helps them win one client worth \$5,000, your \$500/month fee paid for itself 10x over. Frame your pricing in terms of ROI, not cost. You are an investment, not an expense.

## THE 7-DAY SPRINT

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Information without execution is just entertainment. The next 7 days will dictate your next 7 years. Clear your schedule, lock the door, and execute. Your future self is begging you not to quit.

### The Sprint:

- Day 1:** Pick your industry. Research 5 businesses.
- Day 2:** Find competitor content. Run the Extraction Prompt.
- Day 3:** Quality-check the output. Make it look premium.
- Day 4:** Send outreach to all 5 prospects + 5 new ones.
- Day 5:** Deliver free brief. Send 10 more messages.
- Day 6:** Follow up with brief recipients. Send pitch.
- Day 7:** Close your first client.

“Most people never send the first message. If you complete Day 1, you’re already ahead of 90%.”

## THE HANDSHAKE

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### Objection Handling — The 3 Most Common Pushbacks:

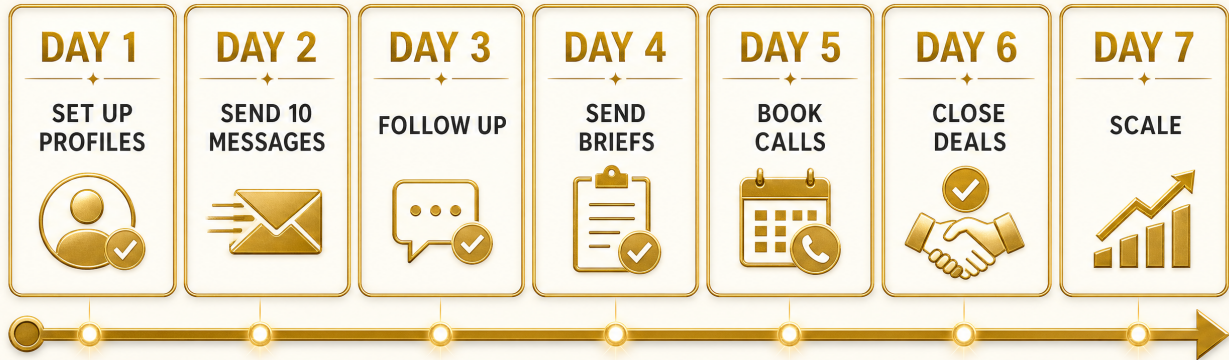
- "I can do this myself" — "Absolutely. The question is whether your time is better spent running your business or running competitive analysis."
- "How do I know it's accurate?" — "Everything is sourced from publicly available information. I include source links in every brief."
- "Let me think about it" — "Totally understand. I'll send you one more brief next week on the house."

## THE SPRINT CALENDAR

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# 7-DAY SPRINT

7 DAYS. 7 ACTIONS. MASSIVE RESULTS.



★ FOCUS. EXECUTE. WIN. ★

Print this calendar. Pin it to your wall. Check off each day as you complete it. Accountability is the difference between people who read kits and people who build businesses.

## THE LIFESTYLE REWARD

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This is what \$10,000/month in recurring revenue actually feels like. Peace. Options. The ability to work from anywhere, on your terms. You hold the map; now you just have to walk the path.

The Income Calculator:

Clients	Monthly	Annual	Hours/Wk	\$/Hour
1	\$500	\$6,000	0.5	\$1,000
5	\$2,500	\$30,000	2.5	\$1,000
10	\$5,000	\$60,000	5	\$1,000
20	\$10,000	\$120,000	10	\$1,000

“At 10 clients, you’re making \$5,000/month for 5 hours of work per week. That’s \$1,000/hour effective rate.”

## IMPORTANT DISCLAIMERS

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**Earnings Disclaimer:** The income figures mentioned in this document are for illustrative purposes only. Results vary based on effort, industry, and execution. We make no guarantees of income or results. Your results will depend entirely on your effort, skill development, and market conditions.

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**No Professional Advice:** This kit provides general business education and is not a substitute for professional legal, financial, or business advice.

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## YOUR NEXT STEP

Pick an industry. Find a business owner. Send the first message TODAY.

*The advantage is yours. Now go use it.*

Roberto Morrow

The Open Window Academy LLC

## THE FINAL PUSH

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You now have the Starter Kit. You know what to do.

But if you want the exact templates, the advanced pricing psychology, and the 'Unfair Advantage' operating system that scales this to \$20k/month... the door is open. Step through.

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Visit: [theaiowacourse.com/unfair-advantage](https://theaiowacourse.com/unfair-advantage)

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