

# Factsheet

## The Strategic Growth Partner for Founders who are Ready to Scale

### Founder to Founder...

You’ve built something real.

You’ve done the hard yards. You’ve proven it works.

Now you’re wondering, “What’s next - and how do I make it count?”

If growth feels like a blur, your next step is not to spend £10k/month on another agency...

It’s to partner with someone who actually gives a damn - and grows with you.

That’s where Founders Growth Partner comes in.

### What is Founders Growth Partner?

Founders Growth Partner is a **no-fee, high-impact growth partnership** built for gritty founders like you.

I’m Mark Preston, and instead of charging a retainer, I earn a minority equity stake - then help you scale like the future depends on it. Because for me... it does.

- 20+ years in SEO, customer acquisition, and digital strategy
- Proven growth frameworks that remove guesswork
- Zero fluff. Zero retainers. Zero salary. Zero risk to get started.

I don’t invest money.

I invest time, belief, and skin in the game.

### Is This You?

I only work with founders who are already doing the thing — but want **more traction, more clarity, and more direction**.

- **The Real Builder:** You’ve found product-market fit (or close). You’ve got sales. Now you want structure and a growth engine that doesn’t burn you out. *“I’ve built this far on instinct, but now I need a real strategy.”*
- **The Bootstrapped Tech Creator:** You’ve created something brilliant, but you need sharper marketing, stronger messaging, and a go-to-market roadmap. *“We’ve built something great, but we’re still the best-kept secret.”*
- **The Ambitious Service-Based Business:** You’re good at what you do. Very good. But now you want better clients, higher-value work, and to be seen as the authority in your niche. *“I’m tired of relying on referrals and low-ticket leads.”*
- **The Underdog with Vision:** You’ve got grit. You’ve got heart. You just need someone to back you - not with lip service, but real support and belief. *“I just want someone who actually sees what I’m building — and helps me grow it.”*

### Why Founders Partner with Mark Preston

This isn’t “advice”. It’s an outcome-driven partnership where you get:

- A step-by-step growth strategy tailored to your business
- Messaging that actually cuts through
- A customer acquisition system, not a guessing game
- Expert SEO and digital frameworks
- Someone with skin in the game - not an invoice in your inbox

No bloated costs. No one-size-fits-all solutions.

Just a focused plan that fits your reality.

### How it Works

1. **We talk.** No pitch, no pressure - just a real conversation.
2. **We trial.** A small project to test the chemistry.
3. **We partner.** If it clicks, I take a minority equity stake.
4. **We grow.** Together. I’m in it - fully.

### Not for Everyone

- You want a “done-for-you” solution
- You’re not open to sharing upside
- You expect instant results without deep change

This is for founders who know their business has more in it - and are finally ready to unlock it with the right partner.

### Why This Works

- The Founders Growth Partner model unlocks access to a senior-level growth strategy without the price tag.
- It’s designed to scale what’s already working, not throw more noise at the wall.
- It gives you a partner who sees your business through the same lens you do - with care, urgency, and ambition.

### Why This Works

There’s no perfect moment. Just this one. If this resonates even a little - let’s talk.

- [www.foundersgrowthpartner.com](http://www.foundersgrowthpartner.com)
- [me@markapreston.com](mailto:me@markapreston.com)

No pressure. No pitch. Just a genuine conversation about where you are - and where we could go together.