

Empowering growth. *Elevating* potential.

Your partner — dedicated to making
business development & marketing teams
smarter, stronger, and more purposeful.

Alex Costa has over a decade of experience in behavioral health, taking companies from startup to nationwide powerhouse. The result is a practice rooted in operating reality — proven systems, accountable leadership, and growth that compounds.



THE PRACTICE — THREE DISCIPLINES

I / II / III

01 / Strategy

02 / Growth

03 / Coaching

Strategy•

Data-driven roadmaps that align mission, margin, and market — clarifying where to compete and how to win.

Growth•

Repeatable systems that turn relationships into revenue, with measurable cadence and accountable owners.

Coaching•

Empowering teams to maximize their full potential — leading with clarity, conviction, and craft.

Service Tiers.

3-MONTH MINIMUM COMMITMENT
ENGAGEMENTS SCALE WITH OPERATIONAL DEPTH.

TIER I

Foundation

\$5,000 / month

Ideal for companies looking to establish a marketing & business development system with strategic guidance.

- Weekly 60-minute consulting sessions
- Customized training for existing BD staff
- Advisory on strategic partnerships & referral sources
- High-level digital marketing strategy review
- Marketing & BD strategy + implementation roadmap
- KPI creation and tracking framework
- Budget review with feedback on BD inefficiencies
- Ongoing email/text support (24–48 hr response)

TIER II

Growth

\$8,000 / month

Designed for organizations ready to scale and systematize their marketing & BD operations.

INCLUDES TIER I – PLUS

- Oversight of BD operations & weekly traction meetings
- In-depth review of marketing budgets for growth & loss
- Advisory on market positioning and outreach cadence
- Same-day response during business hours
- Fractional BD Director services
- Direct support establishing or enhancing B2B partnerships
- Strategic review of digital (SEO, paid, social)

TIER III

Accelerator

\$10,000 / month

Best suited for organizations seeking hands-on leadership and rapid, measurable growth.

INCLUDES TIER I & II – PLUS

- Fractional CMO services
- Personalized onboarding & training of new BD hires
- Cross-department leadership alignment (clinical / ops)
- Direct representation in partnership conversations
- Hands-on digital ops (vendors, performance, KPI reporting)
- Full participation in BD hiring (JD, interviews, vetting)
- Weekly performance audits & coaching for BD staff
- Refinement of continuity, discharge & alumni processes
- Priority phone/text access during business hours
- Market research & competitor analysis reports