



For a detailed analogy of how we'd work together, [click here](#)

Strategize Your Marketing:

- ✓ Formulate or deepen why you want to make an impact
- ✓ Build your brand story
- ✓ Identify your dream clients
- ✓ Develop a detailed client profile
- ✓ Extract the benefits/outcomes from your product or service
- ✓ Perform robust competitor analysis
- ✓ Map your client experience
- ✓ Generate or update your unique selling proposition (USP), one-liner, and brand script
- ✓ Build or update your current offer(s) to make it irresistibly compelling
- ✓ Wireframe your website to ensure it achieves your objectives
- ✓ Create lead generators to attract clients/customers
- ✓ Generate nurture and sales email campaigns to systemize your marketing
- ✓ Blueprint for how to construct marketing messages
- ✓ Develop strategies to build a following of loyal clients/fans
- ✓ Develop a detailed referral marketing strategy
- ✓ Marketing campaign template

Systemize Your Software:

- ✓ Audit your existing software
- ✓ Offer recommendations for ways to get more out of your current software
- ✓ Offer suggestions on software to remove and/or add
- ✓ Help implement any of my recommendations
- ✓ Offer and implement automation recommendations
- ✓ Best practices/SOPs and implementation support in 5 key areas:
 - Communication Hierarchy (when to use email, chat, comments, etc.)
 - Meetings
 - Project Management
 - Document and Data Storage
 - Dashboards & Reporting
- ✓ I am proficient with the following software:
 - Microsoft 365, Google Workspace, Google Analytics, Spotfire, Asana, ClickUp, HubSpot, Copper, Zapier, GoDaddy, WordPress, Mailchimp, PandaDoc, Peek Pro, Buzzshot, and much more

Humanize Your Experience:

- ✓ Assist with marketing content generation including copywriting
- ✓ Develop ways to quantify and track your marketing impact
- ✓ Website creation or redesign
- ✓ Conduct email and/or social media marketing
- ✓ [Click here to see a full overview of the marketing campaign](#)