

## Sales

### BUILD YOUR BRAND FROM SCRATCH

## A branding package for a startup destined to scale up (yours!)

Your MVP is mapped out. You have a plan to launch it. Now comes the tricky part: grabbing the market's attention.

If you fail to communicate your concept clearly, your target audience won't get it. Simple.

What if you could replace all the guesswork and trial and error with a proven method?

Spoiler alert. I can get your branding and messaging on-point so that you'll be ready to start growing it in as little as three months.

TELL ME ABOUT YOUR STARTUP



## Don't be like the 90%! Make your startup outstanding and long-standing

As a branding consultant who's always been inspired by entrepreneurs turning ideas into fully-fledged businesses, I hate the fact that 90% of all startups fail. 21.5% in their very first year.

No point in sugar-coating this: if you rush your launch without getting the branding and messaging right, your target customers won't stop their scrolling for your product.

After all, just because your friend patted you on the shoulder and said *'sounds amazing, mate!'* it doesn't automatically mean that your audience will think the same.

You need to communicate it in the best way possible *for them*. Touch their subconscious emotional strings. Create an actual brand around it that's memorable and immediately recognisable (no, not just a product with a logo and website!)

Most importantly, you need a step-by-step plan, because building a brand from scratch will backfire if you don't actually know what you're doing or are trying to wear too many hats.

I know. You're so excited that you can't wait to get your idea out to market, but trust me: hiring a marketing manager without first having your brand foundations in place is like building an elaborate roof for a house with pillars of sand. A waste of your time and money.

Instead, increase your chances of success from the get-go. Why rely on guesswork or scramble to do it all on your own when you can partner with an expert at only 20% of the cost of a full-time marketing manager?

Your groundbreaking idea

+

My proven branding method & package

=

A receptive, warm audience incredibly excited about your product

Don't leave your crucial launch to chance! Let me combine compelling storytelling with the craftiest psychology tricks to make your target market fall in love with your brand.

SAVE YOURSELF TIME, MONEY & HEADACHES!

## Meet Build Your Brand from Scratch, the startup branding package for ambitious risk-takers looking to take one fewer risk

Tempted to rely on intuition alone? In a few years, you'll kick yourself for not investing in this branding package before your launch.

Luckily, you're still in time!

As a branding consultant with a background in psychology and storytelling, I know a thing or two about the importance of clear and effective communication.

That's why, when you grab my branding package for startups, there's no room for vague messaging or directionless marketing.

*Build Your Brand from Scratch* is designed to help you

- clarify your core message
- create a memorable brand identity
- make an unmissable, eye-catching entrance on the market
- stand out against competitors
- reach more and more of your target customers during your first year (the most dangerous months for new businesses!)

## So, what's included in this one-of-a-kind branding package for startups?

*Build Your Brand from Scratch* is a 15-month partnership packed full of value and yet more cost-effective than hiring a marketing manager or outsourcing every single one of these aspects individually.

Saves you time and a massive headache, too.

### FOUNDATIONS (3 MONTHS)\*

- Tone of Voice + Roadmap:
  - Brand clarification process
  - Brand statements
  - Benefit statements
  - Tagline
  - Ideal Client Profile/s
  - Brand values
  - Tone of Voice guide
  - Custom CTA bank
  - Microcopy bundle
- Web Copy (5 pages)
- Opt-In Freebie
- Automated 5-Email Nurture Sequence
- Content Strategy

\$8300

\*PS: the first phase is what can make or break your journey! To make sure that your startup has my full attention and support, I only take one lucky 'foundator' client at a time

### GROWTH & MAINTENANCE PHASE (12 MONTHS)

- 24 x blog posts
- 12 x newsletters
- Subject line & CTA A/B testing, analysis & optimisation in emails
- Quarterly content review
- BONUS FREEBIE: Social sharing captions for all blog posts
- BONUS FREEBIE: Brand new bios for up to 3 social media platforms

\$1250/MONTH

## FAQs on the Build Your Brand from Scratch package

### HAVE YOU ALREADY HELPED OTHER STARTUP OWNERS LIKE ME?

I sure have. Find out how, and get inspired by their success stories. I'm already looking forward to adding your name to there

### I MIGHT NEED A HAND WITH OTHER ASPECTS OF MY BRANDING: CAN YOU HELP?

I certainly can. I offer an upgraded option to receive a logo, visual branding, web design and development, too. Get in touch, and I'll send you a custom quote

### CAN I PAY IN INSTALMENTS?

Of course. Both packages can be paid on a monthly basis. Easy!

### WHAT IF I WANT MORE CONTENT?

That's great! I offer add-ons, too. Whether you'd like to receive additional blog posts or newsletters, ask away

## Start with the right foot! Set yourself up for success with an effective branding strategy

Branding is what will set your new business apart in a crowded market. Get it wrong, and you'll be white noise like 90% of startups.

I want to help you get it right because I can tell that you're destined to be the 10%. You wouldn't be here, otherwise.

*Build Your Brand from Scratch* isn't just the perfect branding package for startups that want the very best chances to succeed.

It's a proven step-by-step method to do so confidently, ditching that overwhelming feeling that you're jumping from one task to the next without an overall vision.

You've had an idea that has the potential to make an actual difference for your target audience. Now let me communicate it in a way they'll understand.

Better: in a way they won't be able to pass on it.

[BOOK A FREE 15-MINUTE CONSULTATION](#)

## Ready to talk brand copy and creative?

[GET A FREE 15-MIN INTRO CALL](#)

[SCHEDULE SESSION](#)