



BUSINESS & BRANDING

INSTAGRAM + LINKEDIN

What the next three slides cover:

01 **My Method**
The framework behind every engagement

02 **The Program Curriculum**
What we actually build together, in order

03 **Prices & Program Options**
Three ways to work together

THE I.S.E. FRAMEWORK



How every engagement actually runs, week to week.

Identify



We work together to develop a clear, concise vision of your desired outcome, then narrow to the 2-3 core elements essential to your goal.

Strategize



We build the action list tied directly to those 2-3 core elements, and review and update it as your situation changes.

Execute



I'm your accountability partner - responsible for keeping you on track against the objectives we set each week.

PROGRAM CURRICULUM



Five building blocks, covered in sequence.

01	Profile Audit	Banner, tagline, button, featured section, about
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02	Client Profile	Pain points, sector, title, emotional drivers
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03	Content	Format options, visual aesthetic, H.S.S.R.C. writing structure
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04	Engagement	Connection strategy, comments, DM approach
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05	Business System	Funnel, inbound/outbound, offer, sales calls
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PRICES & PROGRAM OPTIONS



Three ways to work together - pick your level of access.

COMMUNITY

\$1

per month

- 1 rep a day, delivered to your inbox
- Access to the peer network
- Self-guided - no live coaching

COHORT

\$2,000

per month | 3-month minimum

- Everything in Community
- Weekly group strategy calls
- Group accountability & feedback
- Full curriculum, covered together
- DM access between calls

MOST COMPREHENSIVE

1:1

\$4,000

per month | 3-month minimum

- Everything in Cohort
- Weekly 1:1 strategy calls
- Priority daily interaction
- Quarterly strategy session
- DM access between calls
- Full curriculum, built with you