



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 |
| 02 | Client Profile | Pain points, sector, title, emotional drivers |
| 03 | Content | Format options, visual aesthetic, H.S.S.R.C. writing structure |
| 04 | Engagement | Connection strategy, comments, DM approach |
| 05 | Business System | Funnel, inbound/outbound, offer, sales calls |

PRICES & PROGRAM OPTIONS

Two 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

MOST COMPREHENSIVE

1:1

\$4,000

per month · 3-month minimum

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