

t e c h A l k y m i

Build Your Brand

A 1:1 Coaching
Experience

WWW.H-ELIZABETH.COM

Program Outline

KEY POINTS

1. My Why
2. The Deliverables
3. The Three Phases
4. The Four Areas
5. Pricing Options



My Why

I am driven to help women get out of tech overwhelm so they can show up online as their unapologetic authentic self.

Deliverables

WHAT YOU GET



Complete Brand Kit; see examples of brand kits here:

www.h-elizabeth.com/portfolio



Brand Voice Guidelines



(Up to) 5-page Website



1 Lead Magnet Funnel (landing page, freebie deliverable, email sequence set up)



Social Media and Content Strategy, outlining a clear customer journey



Standard Operating Procedures and video recordings to train future team

The Three Phases

HOW THIS WORKS



INTRODUCTION

- We start with a deep dive into who you are, what you do, why you do it, and who you do it for.
- Then, we nail down your sales strategy from social media discovery to email nurtures, to sales call, etc.



MANIFESTATION

- Your Brand Kit with all creative pieces, aesthetics and voice will be generated and delivered.
- Depending upon the strategy, you will begin to write the copy for email sequence, web pages, and lead magnet content*



COLLABORATION

- We work together to implement all the pieces and install them on the platforms you select.
- Learn how to collaborate on a project with a virtual team.
- Develop SOP's so when you are ready to hire, training is a breeze.

The Four Areas

ALL YOUR BASES COVERED

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IDENTITY

- A complete Visual Brand Kit with Word Mark Logo, Color Palette, Custom Canva Filter, Bespoke Font Selection, so any graphics created moving forward are crisp, clear, and cohesive
- Brand Pillars, with hashtag bank for discovery and list of Power Words for use in creating emotionally provoking subjects and headlines

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COMMUNICATION

- Know where to show up online, what to say, and when
- Have a strategy for repurposing content

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PRODUCTIVITY

- Create your workflow, using collaborative task management
- Organize your cloud storage in a way that makes sense for easy sharing and future team management
- Set up any automation where applicable (social media posting, call scheduler, customer relationship management platform)

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EXCHANGE

- Create a freebie/lead magnet with email capture funnel to build your audience
- All customer journeys lead to "buy now" or "discovery call"
- Create a system for deliverables (where applicable)

Pricing Options



2 PAYMENTS - \$5,000

\$2,500 to start, \$2,500 due at project completion.



3 PAYMENTS - \$5,400

\$1,000 to start, followed by 2 monthly payments of \$2,200.



6 PAYMENTS - \$5,750

\$1,000 to start, followed by 5 monthly payments of \$950.

Client Love

WHAT ARE OTHER PEOPLE SAYING?



DARLA DELAYNE

COACH, FOUNDER AT SHE'S C.E.O.

Ellie has the patience of a saint with those of us who are a little technically challenged, or didn't grow up with this stuff, so it doesn't come naturally to us. Her ability to walk me and others, I've seen, step-by-step through processes and really actually make them look simple by the end of that is astonishing.



LAURA KINNAMAN-SPEARS

SKINCARE CONSULTANT, MARY KAY

It's a time saver from endless amounts of information you have to sift through to find your answer. Being able to walk through the process in what you are looking for with someone who can help capture your essence in a media form. Set time to do the work, with directions on what to work on, on your own during the week.



TIFFANY NICKEL

THE BODY LOVE ALCHEMIST

You REALLY listened to what I wanted and delivered! You created a space which I felt truly safe to express what I wanted and worked with me in a collaborative way to deliver a brand that is ALL of me. You absolutely did not just brand my business, you changed my entire life. I get to show up everywhere and in everything exactly as I am.

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