

Strategy Spark Session – The Byte-Sized Business Boost

Investment: \$199

Perfect for entrepreneurs who want clarity, direction, and confidence — without committing to a full package just yet.

This is your no-pressure, high-value power session to help you get your brand, website, or marketing strategy unstuck and headed in the right direction. You'll walk away with a fresh perspective, personalized recommendations, and tools you can use *right away* to start making progress.

What's Included:

60-Minute Strategy Call (1:1)

A personalized coaching session where we'll:

- Review your website and/or social media presence
 - Identify strengths, gaps, and immediate opportunities
 - Talk through your business goals and what's not quite clicking
 - Troubleshoot specific challenges (like low traffic, poor engagement, or unclear messaging)
 - Discuss brand positioning, offers, and audience alignment
- Whether you're launching something new, pivoting directions, or just feeling stuck, this session is built around **your biggest priorities**.
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MINI Brand Boost Blueprint (Delivered After the Call)

A personalized, step-by-step action plan that outlines:

- What to improve first for maximum impact
 - How to refine your messaging or visual identity
 - Where to focus your time and budget
 - Which tools, platforms, or tactics will actually support your goals
- Think of this as your custom map — no more guessing, wandering, or spinning your wheels.
- A more advanced version of this Brand Boost Blueprint is used inside my Brand Elixir Package

BONUS Digital Downloads (Yours to Keep)

The Social Media Strategy Guide

Your ultimate planning companion, packed with:

- Platform-by-platform tips for Instagram, Facebook, LinkedIn, and more
- Post types that attract vs. convert
- Caption writing prompts and content calendar templates
- How to create content pillars that align with your brand
- Best practices for engagement, hashtags, and analytics

This guide is perfect if you want to show up online consistently without burning out — and it's designed to work whether you're DIY-ing or planning to outsource later.

The Conversion Codebook

Your go-to manual for building and understanding your entire marketing ecosystem — written specifically for small business owners who want clarity without the jargon. Inside, you'll learn:

- How to set up and structure Meta and Google Ads accounts (the right way from the start)
- How to create campaigns that align with your goals — leads, conversions, or acquisitions
- How to read your data and understand what's actually working (and what's wasting money)
- How to connect your website, content, and analytics into one self-sustaining system

This guide takes the mystery out of digital marketing and replaces it with confidence. You'll walk away knowing how to track results, interpret reports, and make every dollar you spend online more strategic. This is the stuff agencies usually gatekeep — but I give you the knowledge you need to *actually understand* your performance and make smarter decisions.

What Happens After:

- You'll receive your custom blueprint + bonus guides within 48 hours of our session.
- If you decide to move forward with a full package (Magic Site, Brand Elixir, Ad Alchemy, etc.), the \$199 will be credited toward your total — as long as you book within 30 days. No pressure, no pushy upsell — just honest strategy, high-value resources, and the next right step for your business.