THE GUIDE'S JOURNEY

TO GROW AN INDEPENDENT MARKETING BUSINESS

START

YOUR JOURNEY TO $400K BEGINS HERE

PHASE 1

ATTRACT LEADS

Build a Lead Engine That Supports a $400K Business

1 STORYBRAND FOUNDATIONAL SOUNDBITES™
Break free from generic positioning so premium clients immediately understand your value.

2 THE CONVERSION WEBSITE KIT™
Stop relying on referrals—turn your website into a 24/7 lead generation machine.

3 THE AUTHORITY CONTENT SYSTEM™
Build consistent visibility without burnout so you become the recognized expert clients choose.

4 THE SMART NURTURE ENGINE™
Never lose another qualified lead—stay top-of-mind until prospects are ready to buy.

5 THE EVERGREEN AUTHORITY WEBINAR™
Scale your authority and close $25K–$125K deals from a single repeatable presentation.

PHASE 2

CLOSE LEADS

Turn Interest into High-Value Clients

6 THE GUIDE PITCH DECK™
Eliminate awkward sales conversations and confidently close deals the same day.

7 THE OFFER ARCHITECTURE FRAMEWORK™
Stop creating custom proposals—package clear offers that speed decisions and increase deal size.

8 THE DEAL-CLOSING PROPOSAL SYSTEM™
Turn boring proposals into persuasive sales assets that accelerate commitments.

9 THE RETENTION & GROWTH PRODUCT PLAYBOOK™
Break the client acquisition treadmill—turn project clients into long-term retainer partners.

10 THE CLIENT TESTIMONIAL REFERRAL SYSTEM™
Capture the proof you've earned and turn client success into predictable word-of-mouth growth.

PHASE 3

DELIVER RESULTS

Become the Guide Clients Refer—and Retain

11 THE SOUNDBITE STRATEGY DELIVERY SYSTEM™
Stop underpricing strategy—deliver a proven flagship offering that commands $25K–$125K.

12 THE FRACTIONAL LEADERSHIP POSITIONING SYSTEM™
Position yourself as a Fractional Marketing Director or CMO commanding premium retainers.

13 THE STORYBRAND MESSAGING KEYNOTE AND WORKSHOP™
Get paid to speak while elevating your authority and feeding your client pipeline.

14 THE "OWN A NICHE" PLAYBOOK™
Claim category authority in a specific niche to become the obvious choice and scale faster.

15 THE AGENCY GROWTH PLAN™
Build a structured agency so you can scale past $400K with the right team and profitability from day one.

FINISH