

A FOCUSED EDITORIAL INTENSIVE

The Story Reset

For a good business whose public story has not yet caught up with the quality of its work.

What changes

You leave with a sharper point of view, a usable voice, and a practical editorial direction - not a binder of generic marketing advice.

THE ENGAGEMENT INCLUDES

01

Founder conversation

A focused interview to uncover the history, convictions, people, and overlooked stories inside the business.

02

Brand and social review

A close reading of the current public presence: what feels true, what feels generic, and where the strongest opportunity lives.

03

Voice and messaging guide

A concise guide to tone, point of view, language, and the ideas the business should be known for.

04

Five signature concepts

Original recurring series that make content easier to create and give audiences a reason to return.

05

90-day editorial direction

A realistic seasonal plan that prioritizes the stories and moments most worth developing now.

06

Final strategy session

A working session to refine the direction, answer questions, and prepare the team to use it.

FIXED ENGAGEMENT

\$3,500

Designed for one business, launch, or rebrand
Available locally and remotely