

Focus	Activities	Al-La-Carte - Pay as You Go	Let's Get Cracking	Done for You - Gold	Done For You - Platinum
Chair / Non Executive Director		£1250 month	n/a	Additional £600	Yes
Strategy & Vision	Culture and Values	£2400	Yes	Yes	Yes
	Strategy and Vision	Included in £2400	Yes	Yes	Yes
	USP	Included in £2400	Yes	Yes	Yes
	Market Research	Included in £2400	Advice	Advice	Yes
	Market	Included in £2400	Advice	Yes	Yes
	Core Message	Included in £2400	Advice	Yes	Yes
	Niche Messages	Included in £2400	Advice	Yes	Yes
	Media Planning	Included in £2400	Advice	Yes	Yes
Mentoring/Coaching		£400 month (min 3 months)	Yes	Yes	Yes
Expert Positioning	Book Creation and Published	£4,500	No	Yes - advice	Yes support within hours available
	Speaker Presentation	£900	No	Yes - advice	Yes support within hours available
	Speaker Script	£900	No	Yes - advice	Yes support within hours available
	Video	n/a	No	Yes - advice	Yes - content and production extra or DIY
	Video Script	£900	No	Yes - advice	Yes support within hours available
Accountability	Contact	As needed for project	Yes - 2 x 30 min call	Yes - Face 2 Face - 2hrs	Yes - Face 2 Face as much as is needed
Sales Funnel	Which CRM is right for you	£400	Yes	Yes	Yes
	Opt-in form	Included in any lead magnet work	No	Yes	Yes
	Lead Magnets	£1000	No	Yes	Yes
	Tripwire	£1000	No	Yes	Yes
	Know-Like -Trust Campaign	£490	No	Yes	Yes
	Gain - Logic - Fear Campaign	£490	No	Yes	Yes
	52-Week River Campaign	£490 month	No	Yes	Yes
	Referral Campaign	£490	No	Yes	Yes
	Old Customer Re-Engagement	£490	No	Yes	Yes
	Blog - weekly article	£490 month	No	No	Yes
	E-Commerce Solutions - Woo/Shopify	£500	Yes - extra payable if in addition to other services	Yes	Yes
Team Access and Outsourcing <i>Support Hours per month Included</i>	Outsource service hours per month	n/a	No	Yes - up to 10 hours month	Yes - up to 20 hours month
	Outsourcing service advice	£400	Yes	Yes	Yes
	Copywriting	£90 Hour	No	Yes - up to 2 hrs month	Yes - Up to 6 hours month
	Web Tech	£50 Hour	No	Yes	Yes
	Web Design	£50 Hour	No	Yes	Yes
	Print Design	£50 Hour	No	Yes	Yes
	PPC - Pixels and Cookies	£50 Hour	No	Yes	Yes
	PPC Advert design	£50 Hour	No	Yes	Yes
	Newsletter	£125 a page (min 4 pages)	No	No	Template - content extra or DIY
	Video	n/a	No	No	Template - content extra or DIY
	Video Adverts	n/a	No	No	Template - content extra or DIY
	Video Scripts	£100 per video minute	No	No	Template - content extra or DIY
	Webinars - script	£100 per Webinar minute	No	No	Template - content extra or DIY
	Webinars - slides	£900	No	No	Yes
	Webinar systems / advice	£250	No	No	Yes
Access	To Barry	Yes - for duration of work undertaken	Yes - in calls / time together	Yes - via email as well as calls / face-to-face	Yes - hotline access as well as calls / face-to-face
	To Products / Guides	No - can buy at cost	No - but used in planning	Yes - Digital	Yes - Digital (lifetime)
	To Team	Yes - as needed	No	Yes - Account Managed	Yes - Account Managed
Price		Al-La-Carte - Pay as You Go	Let's Get Cracking	Done for You - Gold	Done For You - Platinum
		Priced per element	£397 month	£997 month	£1497 month
Contract	Contract	n/a	No formal contract / Trust based agreement	No formal contract / Trust based agreement	No formal contract / Trust based agreement
	Notice period - 2 way	n/a	90 days	90 days	90 days
Sales Services <i>Pay as You Go</i>	60 Mins Sales Focus 1-2-1. FOC (5 Referrals back would be appreciated)				
	Sales Audit / Opportunities Discovery Days with Action Plan Report. 2 days £300 + Expenses (£150 a day)				
	Sales Activities. All at £150 Day Rate, plus Expenses, plus Commission amount TBA based on ease of sale and margins. <i>Trade Shows / Events. Door-to-Door Sales / Research. Appointment Getting / Meetings. Networking (charged per hour - pro-rata). Telesales.</i>				
	Brand Ambassador / Sales Representation, 5 days per month, 3 month minimum contract. £125 per day.				
UPGRADE/DOWNGRADE AT ANY TIME					