



STARTING A PROJECT TOGETHER

STEP 1

Meet over a coffee, shoot the breeze and find out more about each other. If you like what I'm saying and I like what you are saying then lets proceed to Step 2. [\[This meeting is free of course\]](#)

STEP 2

Discovery meeting where I ask you lots of questions about your Brand, this takes 1 to 4 hours depending on complexity. I then take what I have learned and put together, in writing, my suggestions for getting your Brand on course and how much it will cost for Step 3. [\[\\$125ph x meeting length\]](#)

STEP 3

I then crack on with the initial Discovery Document. This is where I deconstruct your brand and look for the holes. What is missing from your Brand/Plan. Where can we make improvements? As well as giving you examples of how other brands approach the same problem and some potential creative/strategic direction. [\[\\$1250 - \\$5000 depending on complexity\]](#)

STEP 5

After you have cogitated over the document we meet up again and you provide me with your thoughts and feedback. We then create a list of priorities and order them in terms of importance and develop a plan for execution. [\[\\$125ph x meeting length\]](#)

STEP 6, 7, 8, 9....

Ongoing work based on Step 6. Whatever it takes to build your brand, creative, strategy, marketing, design, NPD, advertising, UX/UI etc [\[Fees \\$100 - \\$1 Million\]](#)