

The Process



WWW.SHEISBOLD.COM

The Process

We've streamlined our signature offerings and processes to help you quickly and strategically launch those God-given dreams of yours and create unstoppable business momentum. Peep the experience in the next few pages and reach out with any and all additional questions you may have.

*ACTUAL TIMELINES VARY DEPENDING UPON CLIENT COMMUNICATION AND RESPONSE TIMES. THESE ARE AVERAGES AND PROJECTS HAVE OFTEN BEEN KNOWN TO BE COMPLETED SOONER .

01

WE KICK OFF WITH A BRAND QUESTIONNAIRE

After you sign the proposal and pay your initial deposit, you'll receive my gorgeous welcome magazine and my comprehensive brand questionnaire to help me get to the heart of all your goals and vision for your new brand.

02

WE DEEP DIVE WITH A 90-MINUTE CALL

You'll also receive a link to our calendar so you can schedule your 90-minute deep dive call for me to hear first hand even more about your story, your vision, and personality so I can craft a unique brand story to set your brand apart.

03

WE UNCOVER YOUR UNIQUE BRAND STORY

I'll take all my notes from our deep dive call and compile your official "Brand Story Guide"™ to make sure we capture everything from your mission, brand voice, and your unique selling proposition and more! You'll get 2 round of revisions and a final PDF doc so you can walk away with a tangible doc to reference for all your future marketing needs.

04

BRAND VISUAL EXPLORATION

You'll create a Pinterest board with your brand inspiration and I'll get to work on crafting a brand mood board to make sure we're vibing before starting the design process.

05

LOGO EXPLORATION & PRESENTATION

Once the mood board is approved, I'll start crafting logo concepts for your review and present you with several options to choose from. We'll move forward with "the one" and you'll get 2 round of revisions before final files are sent.

06

WEBSITE DEVELOPMENT

Next, I'll pair your new brand with on-brand visuals and website design to bring your greatest marketing asset, your website, to life! You'll get a fully responsive, semi-custom website design packed with everything you need to grow your income and impact.

07

HAND OFF & SHOWIT TUTORIAL

We'll regroup with a screenshare call LIVE to walk through everything you need to know about Showit and your brand new website.

08

LAUNCH & FAREWELL

Sound off with my digital swag bag packed with my signature launch guide, our exclusive Content Marketing mini-course, and our Done-for-you Content Collection of ideas from the SIB shop so you can make sure your new launch goes off without a hitch. Plus a sweet discount code for all your future marketing needs...because friends don't let friends pay full price ;)

For brand & marketing VIPs

8-10 WEEK TIMELINE*

If you're combining the Marketing Master Plan or any type of consulting service with a branding package, you'll receive your custom Trello board and marketing strategy within 10 business days after design delivery. Read on for more information about the marketing and consulting process specifically.

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MARKETING

The Process

1) KICK OFF CALL TO OUTLINE GOALS AND REVIEW
EXISTING STRATEGY AND PERFORMANCE

2) I DIVE INTO OUR NOTES, ANALYZE THE COMPETITION,
AND WRITE OUT YOUR ALL-NEW MARKETING PLAN SO
YOU CAN HIT YOUR GOALS

3) WE HOP ON ONE LAST CALL TO REVIEW YOUR NEW
STRATEGY AND CUSTOM TRELLO DASHBOARD TO ANSWER
ANY QUESTIONS YOU MAY HAVE AND YOU START

KILLING IT ONLINE.



PC: @COLLEENMEDIAPHOTOGRAPHY

Ready to work together?

I KNEW I LIKED YOU ;) SHOOT ME AN EMAIL TO
HELLO@SHEISBOLD.COM TO GET STARTED TODAY!