

STRATEGIC MARKETING + CONSULTATION

GOOD STRATEGY SHOULD MAKE THE NEXT DECISION CLEARER.

Every engagement begins with a complimentary initial consultation. This brief introductory conversation helps establish what you're working on, where you're stuck, whether I can help and what the most useful next step may be.

The initial consultation is not a working strategy session. Research, analysis, recommendations, planning and other substantive work begin with a paid engagement.

MINIMUM PAID ENGAGEMENT	\$250 Two-hour minimum for focused consultation or defined strategic work.
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The \$250 minimum establishes the starting point for paid work. It does not represent the expected cost of every assignment. Total fees are determined by scope, preparation, deliverables, timeline and the level of involvement required.

HOW TO READ THESE SAMPLE PRICES

The prices below are not quotes. They are sample starting points and typical ranges provided so prospective clients can understand the likely scale of an engagement before requesting a proposal.

“Starting at” reflects the simplest reasonable version of that assignment. Ranges reflect common differences in research, complexity, stakeholders, revisions, deliverables and implementation. Some work can only be responsibly priced after the scope is understood.

FIXED FEES, CLEAR EXPECTATIONS

I rarely bill by the hour. Most work is priced as a fixed fee for an agreed scope, set of deliverables and schedule. Time-fixed consultations are priced for the complete reserved session rather than in small billing increments.

The objective is simple: you should know what the work will cost before it begins. A written quote connects the fee directly to what will be delivered and when, so our attention stays on the quality and value of the work rather than on watching the clock.

If the scope, deliverables or schedule changes, any corresponding price change will be documented and must receive written approval from both parties before the additional work begins.

SAMPLE PRICING BY CATEGORY

CONSULTATION + WORKING SESSIONS

SAMPLE TYPE	TYPICAL SCOPE	SAMPLE PRICING
Focused strategy session	One defined question, decision or problem; two-hour minimum.	\$250
Half-day strategy session	Up to four hours; may include light advance preparation.	Starting at \$600
Full-day working session	Up to seven hours of focused strategic work with one client or team.	Starting at \$1,200
Team workshop or retreat	Custom agenda, stakeholder participation, facilitation and follow-up.	Starting at \$1,500

AUDITS + STRATEGIC REVIEWS

SAMPLE TYPE	TYPICAL SCOPE	SAMPLE PRICING
Targeted marketing or messaging review	Focused review of selected materials, channels or one immediate problem.	\$750-\$1,500
Complete company marketing audit	Review of positioning, messaging, channels, campaigns, materials and audience experience.	Starting at \$1,500
Audit + strategic roadmap	Complete audit with prioritized recommendations and written next-step plan.	\$2,500-\$5,000
Audit + stakeholder interviews	Adds leadership, staff, partner or audience interviews to the review.	Custom quote

STRATEGY DEVELOPMENT + PLANNING

SAMPLE TYPE	TYPICAL SCOPE	SAMPLE PRICING
Positioning or messaging framework	Core position, audience promise, message hierarchy and usable language.	\$1,500-\$3,500
Launch, release or campaign strategy	Objectives, audiences, messages, channels, timing and creative direction.	\$2,500-\$7,500
Complete strategic marketing plan	Integrated positioning, audience, messaging, channels, campaigns, timing and measurement.	\$5,000-\$12,500
Naming + concept strategy	Naming criteria, concept development, narrative direction and recommendations.	Starting at \$1,500

EXECUTIVE + PROMOTIONAL DELIVERABLES

SAMPLE TYPE	TYPICAL SCOPE	SAMPLE PRICING
Pitch deck	Strategic narrative, copy structure, presentation design and final deck.	Starting at \$2,500
Music EPK	Artist positioning, story, copy, organization, visual direction and designed electronic press kit.	Starting at \$2,500
Brand guide	Brand position, voice, visual standards and practical usage guidance.	Starting at \$2,500
Executive presentation or leave-behind	Strategic content development and polished presentation design.	\$2,500-\$7,500
Website content strategy	Site narrative, page priorities, messaging architecture and content direction.	\$1,500-\$5,000

BRAND DEVELOPMENT + CREATIVE DIRECTION

SAMPLE TYPE	TYPICAL SCOPE	SAMPLE PRICING
Brand foundation package	Focused positioning, message direction and essential identity guidance.	\$1,000-\$2,500
Brand development package	Strategy, messaging and a developed visual identity system.	\$2,500-\$6,000
Comprehensive brand development	Expanded strategy, identity, applications, launch support and brand documentation.	\$6,000-\$10,000
Campaign concept + creative direction	Campaign idea, message, visual direction and execution framework.	\$2,500-\$7,500
Artist development	Positioning, identity, audience, releases, live presentation and long-term direction.	Custom quote

ONGOING STRATEGIC ADVISORY

SAMPLE TYPE	TYPICAL SCOPE	SAMPLE PRICING
Limited monthly advisory	A defined meeting cadence, priorities and level of review support.	\$1,000-\$2,000 / month
Ongoing strategic + creative advisory	Regular sessions, planning, review, oversight and responsive counsel.	\$2,500-\$5,000 / month
Fractional strategic or creative leadership	Embedded executive-level support across teams, initiatives or campaigns.	Custom quote

These ranges are planning examples, not ceilings, guarantees or offers. Every engagement receives a written scope and price before paid work begins.

WHAT DETERMINES THE PRICE?

Fees reflect more than meeting time. Depending on the engagement, a quote may account for:

1. The complexity and urgency of the problem
2. Research, preparation and review of existing materials
3. The number of stakeholders, interviews or working sessions involved
4. The depth of strategy, documentation or presentation required
5. The number and type of agreed deliverables
6. Creative direction, implementation or coordination with other partners
7. Travel, production, media or other approved third-party costs

Before paid work begins, you will receive a written scope or proposal identifying the work, deliverables, schedule, fee and payment terms.

PAYMENT + PROJECT TERMS

50% to begin / 50% at completion. Most fixed-fee projects and time-fixed consultations require a 50% deposit to schedule and begin the work. The remaining 50% is due when the agreed work is complete.

Final files follow final payment. Agreed source files and completed output files are released to the client after the final balance has been paid.

The proposal controls the scope. Each engagement defines what is included, what will be delivered, the agreed schedule and the included review or revision rounds.

Creative revisions are defined in advance. Unless a proposal states otherwise, a creative service item generally includes three initial concepts followed by two consolidated revision rounds. A revision round means one organized set of client feedback. Additional concepts, revisions or a new creative direction may require a scope and fee adjustment.

Client delays may change the schedule. Each engagement will define a reasonable grace period for required materials, feedback and approvals. If a client delay extends beyond that period, the project may be paused and rescheduled according to availability. Delivery dates will adjust accordingly.

Changes require mutual written approval. Alterations to the scope, deliverables, schedule or fee will be documented. Any pricing change must be approved in writing by both parties before the related additional work begins.

Ongoing agreements include a fair exit path. Long-term engagements will include opt-out and notice terms established for that specific agreement. These terms will define work, payment and handoff responsibilities so neither party is exposed to an abandoned commitment.

Outside costs are identified separately. Travel, printing, production, media, software, licensing, subcontractors and other third-party expenses are not included unless specifically stated. No material outside cost will be added without approval.

Rights and usage are documented. Any applicable ownership, usage, licensing or third-party restrictions will be defined in the proposal or agreement. Pre-existing materials and third-party assets remain subject to their existing terms.

WHAT YOUR QUOTE WILL INCLUDE

- 8. The objective and agreed scope of work
- 9. Deliverables and what you will receive
- 10. Timeline, milestones or scheduled session length
- 11. Total professional fee and payment schedule
- 12. Any assumptions, client responsibilities or approved outside costs
- 13. Applicable review, revision, delay, rescheduling, usage and delivery terms

HOW AN ENGAGEMENT BEGINS

- 14. **Start with a complimentary conversation.** Tell me what you're working on and what you want to make happen.
- 15. **Define the real assignment.** We identify the problem, priorities, people involved and the level of support required.
- 16. **Review the scope and price.** You receive a written proposal or confirmation before paid work begins.
- 17. **Approve the engagement.** The agreement and initial payment reserve the work and establish the start date.
- 18. **Complete, review and deliver.** When the work is complete and the final balance is paid, the agreed source and output files are provided.

THE SIMPLE VERSION

SAMPLE PRICES	Transparency guides only - not project quotes
FIRST CONVERSATION	Complimentary initial consultation
PAID WORK BEGINS	\$250 minimum / two hours
LARGER ENGAGEMENTS	Quoted according to scope
PRICING METHOD	Fixed fee for agreed services and schedule
TYPICAL PAYMENT	50% to begin / 50% at completion
FINAL DELIVERY	Agreed source and output files follow final payment

A FEW IMPORTANT NOTES

- 19. This guide provides a clear starting point, not a promise that every project can be completed for the minimum fee.
- 20. Quotes are generally valid for 30 days unless another period is stated.
- 21. Scheduling, cancellation, client-delay grace periods and rescheduling terms will be defined for each engagement.

- 22. Creative work generally includes three initial concepts and two consolidated revision rounds per service item unless the proposal states otherwise.
- 23. Long-term agreement opt-out terms are established individually and will define notice, payment, work and handoff responsibilities.
- 24. If a signed proposal or agreement differs from this general guide, the signed document governs the engagement.

HAVE A PROBLEM WORTH SOLVING?

Good.

Tell me what you're working on, where you're stuck and what you'd like to make happen.

START A CONVERSATION

Strategic Marketing · Positioning · Audience · Messaging · Campaigns · Creative Direction · Consultation

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