



B&L Consulting, LLC

# Strategy Packages

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## **Tier 1: Starter Strategy Session - \$300** **Clarify Your Message and Brand Foundation**

A focused 1-hour strategy session to help you define your audience, sharpen your messaging, and identify high-impact marketing priorities. This is perfect for early-stage business owners looking to define who they serve and how to position their business. You'll get clarity on your niche, messaging, and what makes your brand stand out.

**1-hour 1:1 consulting session | Summary email with prioritized next steps**

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## **Tier 2: Growth Strategy Package - \$500** **Plan and Launch Your 60-Day Marketing Strategy**

This 90-minute session helps you connect the dots between your brand, your audience, and your visibility strategy. We'll create an action plan that ensures you show up consistently and communicate your unique value in a way that resonates with the people you most want to reach.

**90-minute 1:1 consulting session | Summary email with tactical 60-day plan**

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## **Tier 3: Pro Marketing Intensive - \$1,000** **90-Day Visibility and Lead Generation Strategy**

Over two one-hour sessions, we'll build your 90-day marketing strategy, covering how to show up, grow your audience, and create a path to consistent leads. Includes personalized feedback with action steps and accountability to keep you on track. For business owners ready to turn clarity into action.

**Two 1-hour 1:1 consulting sessions | Written feedback on your completed 90-day plan**

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## **Tier 4: Elite Strategy Partnership - \$2,000** **Custom Client Attraction Plan and Brand Differentiation**

We'll meet multiple times to define your ideal client, clarify your standout factor, and design a strategy to bring your message to the right audience. Includes a full discovery process and a fully customized 90-day marketing plan based on your goals and brand.

**Two 1-hour 1:1 strategy sessions, plus 30-minute check-in | Strategic intake and review | Fully Tailored Strategic Deliverables to Support Your 90-Day Plan**

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## **Tier 5: VIP Guided Implementation - \$2,500** **Full Support to Build, and Execute Your Marketing Strategy**

A full-service strategy series with three consulting sessions, expert tools, and a personalized roadmap to help you clarify your brand, define your niche, and confidently build and activate your 90-day marketing plan with ongoing, actionable support..

**Three 1-hour 1:1 strategy sessions | Strategic intake and review | Implementation Support | Real-Time Feedback and Weekly Content Review**

# Momentum Marketing - Built for Growing Businesses

You don't have to spend thousands each month to grow your business, but you do need a plan. Whether you're a solopreneur, a scaling small business, or somewhere in between, the truth is this: if people don't know you exist - or don't understand what you offer - they won't buy. You need visibility. You need messaging that resonates. You need a strategy that actually works for your business. At B&L Consulting, we created our Strategy Packages to give you expert guidance and practical tools, without the cost or commitment of a full-service agency. Each package includes focused 1:1 consulting and curated resources designed to help you move forward with clarity, confidence, and momentum.

Benefit	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Ideal Customer Avatar Worksheet	✓	✓	✓	✓	✓
Message Clarity Cheat Sheet	✓	✓	✓	✓	✓
Marketing Roadmap Template	✓	✓	✓	✓	✓
60-Day Content Calendar Template		✓	✓	✓	✓
90-Day Marketing Plan Templates			✓	✓	✓
Lead Magnet Creation Guide			✓	✓	✓
Email Sequence Builder			✓	✓	✓
Customized 90-Day Marketing Plan				✓	✓
Audience Segmentation & Messaging Matrix				✓	✓
Tool-Matching Recommendation				✓	✓
Personalized Action Plan Recap					✓
Guided Implementation Plan					✓
Weekly "Fast Feedback" Option					✓