

## Testimonials

*"Thanks to my exceptional marketing strategy and communications partner, it has been amazing to see my brand come to life quickly and carefully. By more deeply understanding my business and customers' current and future needs with my design vision for them, it has created a stronger growth foundation."* Mark Wildman, Founder and Designing Jeweller MarkBridge Jewellers

*"I sought Annalisa's expertise to refresh my website and branding, and I'm thrilled with the final outcome. Prior to this, I muddled through, but did not have clarity. Via a collaborative and thorough process, involving challenging questions about my intent and vision, I was guided to transform my perspective, and compelled to convey my true point of difference. This was engaging, and shifted my primary focus away from me, the artist, to my all-important audience, my buyers. It was harder than I thought, and it challenged me. But what a revelation! Patience, and professionalism helped clear my ideas. My brand is now solidly anchored both for engaging with clients, galleries and exhibitions. If you want to really dig into the soul of your business, and find a way to showcase it professionally for better engagement, Annalisa will get you there, quickly."* Clare Matthews - Clare Matthews NZ Artist

*"Annalisa is a passionate leader who puts the customer at the centre of all she does, and she thinks about how the whole business needs to be configured to meet customer needs and make money."* Stefan Wisniowski FAICD

*"In my experience, collaborating with executive-level personnel within an organisational transformation capacity, Annalisa's ability to leverage an existing asset to reposition for growth, is commendable"* Ryan Foster - Managing Director, Ambrosia Marcoms

**We provide 'best in class' business and marketing services normally reserved for big business, for all business.**

"Insight, foresight and line-of-sight don't come from fancy templates and free reports. it comes from hard-worn experience"

### CONTACT::

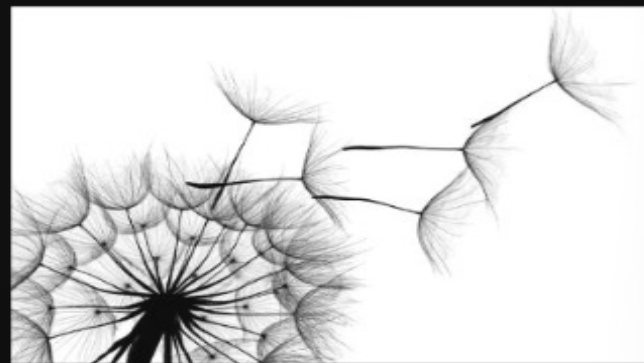
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**intelligent**  
Industry Collective

**Bring your business soul to life.**  
Let go a little, to grow a lot.



Accessible, affordable  
business growth & marketing services.



**Raising the bar for  
Australian business**

## Do you wish to:

- Unpack your point of difference?
- Not leave money on the table?
- Find the extra edge to your business?
- Create more options for your business?
- Do it right?

Growth & Customer Strategy  
Marketing Services & Design  
Stakeholders & Corporate Communications  
Website/Digital/ Social Media  
Customer Insight & Problem solving  
Business Planning  
Operational Support

Most opportunities are possible.  
Some a little harder than others.

Whatever you do, there's always  
a better way, and sometimes,  
you'll need to look a little harder  
to understand the real problem  
or opportunity you have.

Often you'll need someone  
to help you see this correctly.

## It's more than business.

We know that your **business success** is more than just about profit.  
A quality business proposition is often a **legacy**, symbolising all the investment gone before,  
and the work yet to come.

One thing we know, is that a disproportionate share of lasting results comes to those  
who're **one step ahead**.

So, just as your customers rely on your own expertise, it's best to also  
**let go a little, to grow faster.**

Accessing cost-effective skilled help, from someone who can see things you can't, will provide a  
stronger return. In our view, the biggest mistake is thinking what got you here today, is enough.  
Often, it is not the only thing needed for the future. Good strategy needs an inquiring mind, that  
can provide not just honest feedback but also insight and foresight, and let's face it, not everyone  
is a marketing expert. Sometimes it's more productive to have an objective view on your true  
opportunity.

Getting it right.  
Strategy & big ideas.  
Marketing communications & digital.



**What drives us, is supporting your business to  
build success, the way you want it.**

## Do you:

- Need a new website?
- Need improved marketing communications?
- Refreshed brand identity?
- Social media and content management?
- Assistance to keep things steady?
- A complete rethink?