

WOW — 6-Month Delivery Schedule

Brand Machine Credibility Engine Investment: \$3,500/month × 6 months

MONTH 1 — STRATEGY & EXPANDED IDENTITY

1) **Brand Strategy System** An expanded strategic document including:

- Offer definition
 - ICP (Ideal Customer Profile)
 - Category & positioning logic
 - Objections & biases
 - Messaging spine
 - Tone of Voice guide
 - Deep positioning & category logic
 - ICP psychological drivers
 - 3–5 narrative angles
 - Objection handling frameworks
 - Story & POV frameworks
 - Messaging architecture
 - Campaign architecture
- Purpose:** Turn the brand into a communication system.

2) **Expanded Visual Identity**

Client receives 3 visual directions and selects 1.
Light mix-and-match allowed when compatible.

Each direction includes:

- Logo concepts
- Color palette
- Typography system
- Imagery style
- Layout rules
- Social preview examples

Final output includes:

- Final logo (SVG, PNG, JPG, PDF)
- Color system with usage rules
- Typography guidelines
- Imagery guidance
- Layout guidance
- Brand application previews
- Brand direction rules
- Accent/brush systems
- Motion direction cues

- Photography direction
- Landing page design variants

Purpose: Resonate with a deep professional and consistent visual identity.

MONTH 2 — WEBSITE + CONTENT MACHINE

3) Premium Website Build WordPress premium site with:

- Conversion-first architecture
- Advanced visuals
- Motion storytelling
- CRO pass
- SEO basics
- Analytics + optional heatmaps

Page range: 10–14 pages including: Home, About, Services, Landing Page, Portfolio/Proof, Blog, Contact, Legal, and business-specific pages.

4) Campaign Landing Page Dedicated page for a launch, product, webinar, or service.

Includes:

- Messaging framework
- Social proof
- CTA logic
- CRO structure

5) Content Machine Activation Monthly (Months 2–6):

- 16 graphics
- 9 reels

Purpose: Scale brand visibility and authority.

MONTH 3 — LAUNCH & OPTIMIZATION

6) Website Launch * Debugging

- QA
- CRO adjustments

7) Proof Capture Strategy * Testimonials

- Screenshots
 - DM proof
 - Funnel entry point planning
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MONTHS 4–6 — BRAND MACHINE OPERATION

Narrative & Messaging

- Monthly refinement
- Narrative arcs
- Offer angle testing
- Seasonal adjustments

Campaign Execution

- Mini campaign drops
- Launch support
- Conversion-focused media

Optimization Cycles

- Monthly analytics reviews (if connected)
- Format shifts based on traction
- Visual/messaging optimization

Dedicated Access

- 2 strategy calls per month
 - Priority DM support
 - Structured feedback loops
 - Clear next-step planning
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RIGHTS & OWNERSHIP (WOW)

Client receives:

- Full commercial rights to logo, brand assets, website, and produced social content
- Logo vectors
- Brand identity assets
- Website exportables

Excluded unless negotiated:

- Raw video files
- Motion timelines
- AI project files
- Design working files
- Raw footage