

How I help *you succeed*

Individual Consulting Packages for Solopreneurs

Personalized and targeted in-person and/or online consulting, addressing specific challenges with tailored solutions through all packages, with the option to transition into a Retainer Agreement for seamless offboarding or extended collaboration.

- 1 The *Blueprint* Package
- 2 The *Content* Package
- 3 The *Launch* Package



The **Blueprint** Package

BUILD YOUR FOUNDATION

INVESTMENT: CHF 2'100

What's Included?

- **Onboarding session** (2 hours, in-person or online) where we discuss your business strategy to align goals and direction.
- **Business Blueprint document**, including:
 - **Brand setup** – Story, vision, mission, target market, tagline, and service offerings.
 - **Visual identity** – Compelling brand presence with logos, color palette, typography, imagery, and mock-ups.
 - **Communication framework** – Strong brand voice, compelling messaging with strategic keywords, and communication channels for impact.
- **Brand asset folder** with all brand elements showcased in the Blueprint document, ready to download.
- **Weekly 1-hour call** throughout the mandate to track progress, provide guidance, and ensure accountability.
- **Three rounds of revisions** on the Blueprint document to refine and perfect.
- **Offboarding session** (4 hours, in-person) to hand over and provide implementation guidance.
- **Additional hours** available at CHF 130/hour.

What can be added?

- **Digital presence setup & revamp – CHF 2'500**
 - **Website:** Enhance your website with cohesive branding and design.
 - **Social media:** Social media profiles, including bios, banners, and highlights for maximum engagement.
 - **Google Business profile:** Set up and optimize to improve visibility and reach.
- **Logo redesign with Canva – CHF 450**
- **Branded creative assets – CHF 650**

BRAND SETUP TARGET MARKET

A target market is a specific group of consumers identified as the intended recipients of a product or service, characterized by shared demographics, behaviors, and needs. Businesses focus their marketing efforts on this group to maximize the relevance and effectiveness of their offerings.

Demographics:

- Age: 18+
- Wealth: High net-worth individuals and affluent families, including those with young children
- Professional: CEOs, executives, managers, and heirs

Psychological Profile:

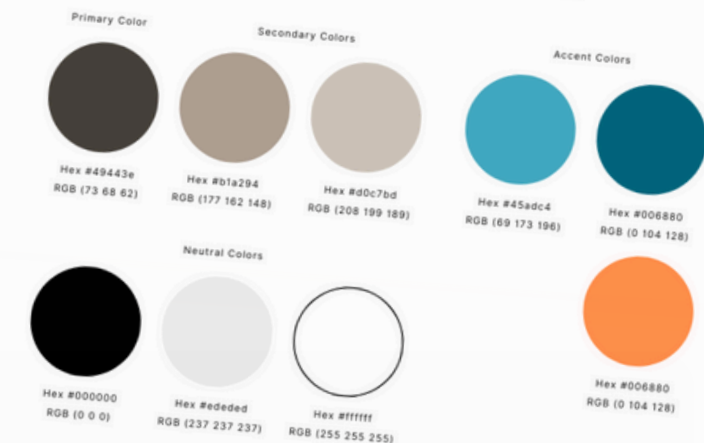
Individuals in high-pressure roles looking for personal and professional development opportunities, aiming to improve interpersonal skills.

COMMUNICATION FRAMEWORK CHANNELS

Communication channels are crucial for effectively reaching and engaging your target audience across various platforms such as email, social media, and webinars, each tailored to meet specific needs and enhance your ability to connect with different segments of your audience, ensuring your message is delivered with clarity and impact.

VISUAL IDENTITY COLORS

A brand color palette should include primary colors (1-3) as the main hues representing your brand, and neutral colors like blacks, whites, and grays for backgrounds and text. Accessibility is also a key consideration, ensuring versatility across different media.



VISUAL IDENTITY MOCK-UPS



The Content Package

STAND OUT & GET NOTICED

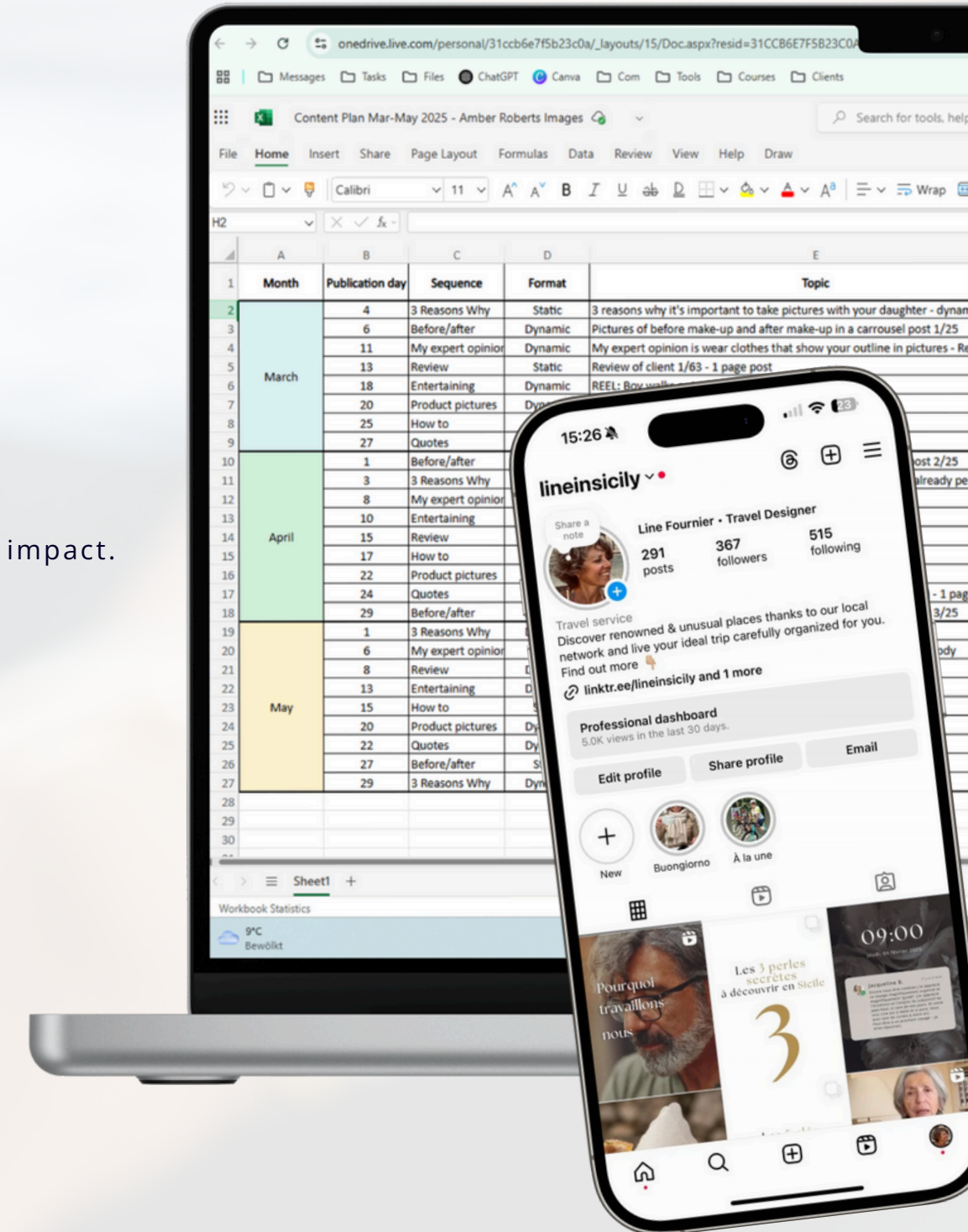
INVESTMENT: CHF 2'450

What's Included?

- **Onboarding session** (2 hours, in-person or online) where we discuss your business strategy to align goals and direction.
- **Business Blueprint document**, including:
 - **Brand setup** – Story, vision, mission, target market, tagline, and service offerings.
 - **Visual identity** – Compelling brand presence with logos, color palette, typography, imagery, and mock-ups.
 - **Communication framework** – Strong brand voice, compelling messaging with strategic keywords, and communication channels for impact.
- **Brand asset folder** with all brand elements showcased in the Blueprint document, ready to download.
- **Three-month content strategy**, including:
 - **Content Calendar** – Customized with key messaging themes to align with your brand's voice and goals.
- **Weekly 1-hour call** throughout the mandate to track progress, provide guidance, and ensure accountability.
- **Three rounds of revisions** on the Blueprint document to refine and perfect.
- **Offboarding session** (4 hours, in-person) to hand over and provide implementation guidance.
- **Additional hours** available at CHF 130/hour.

What can be added?

- **Community management (3 months) - CHF 3'000**
 - **Social media posts:** Templates for engaging captions, structured posts, and interactive prompts.
 - **Video editing:** Editing services for impactful short-form content, including Reels, TikToks, and LinkedIn clips.
 - **Posting & scheduling:** Regular content delivery twice per week to keep your audience engaged.
- **Performance tracking & reporting - CHF 450**
 - **Quarterly engagement report** – Comprehensive analysis of engagement metrics and the overall impact of your content with targeted recommendations to continuously improve.
- **Monthly management - CHF 500/month** for ongoing content strategy implementation, scheduling, and optimization.



The *Launch* Package

GO-TO-MARKET WITH CONFIDENCE

INVESTMENT: CHF 4'600

What's Included?

- **Onboarding session** (2 hours, in-person or online) where we discuss your business strategy to align goals and direction.
- **Business Blueprint document**, including:
 - **Brand setup** – Story, vision, mission, target market, tagline, and service offerings.
 - **Visual identity** – Compelling brand presence with logos, color palette, typography, imagery, and mock-ups.
 - **Communication framework** – Strong brand voice, compelling messaging with strategic keywords, and communication channels for impact.
- **Brand asset folder** with all brand elements showcased in the Blueprint document, ready to download.
- **Go-to-Market Plan**, including:
 - **Purpose, scope, and MVS features:** Define the purpose, scope, and minimum viable service features to align with your strategic objectives.
 - **Audience insights:** Detailed buyer personas, understanding pain points and motivators to target your key audience effectively.
 - **Competitive advantages & pricing strategy:** Identify your unique selling points and develop a competitive pricing framework.
 - **Marketing channels & communication strategy:** Select optimal channels and craft a coherent communication strategy to engage your audience.
 - **Customer journey map:** Outline critical touchpoints and optimize the customer experience throughout their journey.
 - **Launch plan:** Set milestones, establish a clear timeline, and strategize the rollout to ensure a successful launch.
 - **Performance metrics & success indicators:** Define and track key metrics to measure success and make data-driven decisions.
- **Weekly 1-hour call** throughout the mandate to track progress, provide guidance, and ensure accountability.
- **Three rounds of revisions** on the Blueprint document to refine and perfect.
- **Offboarding session** (4 hours, in-person) to hand over and provide implementation guidance.
- **Additional hours** available at CHF 130/hour.

CUSTOMER JOURNEY | MAP OF KEY TOUCHPOINTS

Map out the customer journey for the MVS. What are the critical touchpoints and how do they enhance the customer experience?

Attention
(Awareness)

RECOGNIZE THE SYMPTOMS: EDUCATE WOMEN ABOUT HORMONAL IMBALANCE AND HELP THEM IDENTIFY COMMON SYMPTOMS

- **Instagram/Facebook:**
 - Carousel: "5 Signs Your Hormones Are Changing (Fatigue, Mood Swings...)" with CTA to self-assessment.
 - Reels/Stories: Relatable "moments" like "Ever cry for no reason? It's your body asking for balance."
- **LinkedIn:**
 - Educational Posts: "How Hormonal Changes Impact Energy, Focus, and Productivity."
 - Mini Case Studies: Show early recognition leading to transformation.
- **Workshops/Networking Events:**
 - Topic: "Recognize Your Hormonal Symptoms & Take Back Control" with self-assessment as a hook.

Interest

NORMALIZE & SUPPORT ACCEPTANCE: HELP WOMEN ACCEPT THEIR HORMONAL CHANGES WITHOUT SHAME

- **Instagram/Facebook:**
 - Testimonials: "I realized it wasn't weakness, it was imbalance – and I embraced it."
 - Storytelling Videos: Ceylan shares personal struggles and wins with acceptance.
- **LinkedIn:**
 - Thought Leadership: "Why Accepting Hormonal Changes is Empowering & What to Do Next."
- **Webinars/Workshops:**
 - Topic: "You're Not Alone: Navigating Hormonal Imbalance Naturally." Include polls for engagement.
- **Networking Events/Retreats:**
 - Small breakout circles for women to share and validate experiences.

Desire

FRUSTRATION WITH MEDICINE & HIGHLIGHT SOLUTIONS: POSITION THE PROGRAM AS A HOUSTIC, EXPERT-LED ALTERNATIVE TO MODERN MEDICINE

- **Instagram/Facebook:**
 - Before/After Posts: "Before: Exhausted. After: Balanced and Energized Naturally."
 - Myth-Busting Reels: "Hormonal Imbalance? Pills Aren't the Only Solution."
- **LinkedIn:**
 - Expert Post: "Why Modern Medicine Falls Women in Hormonal Transition – or Not."
- **Webinars/Workshops:**
 - Topic: "Why Natural Remedies Work Better for Hormonal Balance." Introduce Ayurveda with science-backed content.
- **Retreats:**
 - Host demos with Ayurvedic expert Yogith Kapoor (yoga, cooking, diagnostics).

Action

SIGN UP FOR THE PROGRAM: DRIVE URGENCY AND MAKE SIGN-UPS EASY

- **Instagram/Facebook Stories:**
 - Countdown Timer: "Next cohort spots are filling fast! Are you ready for balance?"
 - CTA: "Start your free self-assessment. Tap the link now!"
- **LinkedIn:**
 - Final CTA Post: "Take control of your wellness with small steps. Join us today!"



The *Launch* Package

GO-TO-MARKET WITH CONFIDENCE

INVESTMENT: CHF 4'600

What can be added?

- **Professional brand photography & paid ads for launch - CHF 1'500**
 - **High-quality branding photoshoot** for marketing and promotional materials.
 - **Targeted ad campaign** setup and management for maximum visibility.
- **High-converting landing page - CHF 800**
 - **A professionally designed landing page** optimized for conversions and lead generation.
- **Services can be extended beyond the initial period for ongoing support:**
 - **Standard Retainer (CHF 2'400 for 3 months, CHF 4'200 for 6 months, CHF 6'000 for 12 months):** Includes an execution framework, Kanban board for tracking progress, regular check-ins for accountability, and a monthly consulting session to refine strategies.
 - **Premium Retainer (CHF 4'800 for 3 months, CHF 9'000 for 6 months, CHF 12'000 for 12 months):** Includes everything in the Standard Retainer plus two custom deliverables per month to enhance and streamline your customer journey and business processes.



So, are you ready?

To transform your entrepreneurial overwhelm and uncertainty into clarity, confidence and success?

And realize your true value, inspired by a commitment to service excellence and positive impact?

Yes, let's talk.

If you have any questions, reach out via WhatsApp, email, LinkedIn, Instagram or via this [Contact Form](#)—whichever works best for you. Let's connect and create something amazing together!

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