

WHAT TO EXPECT DURING

SHERPAWAY

SCALE



THE BASICS

HOW

We will meet via bi-weekly video 60-minute phone calls to update you on strategies and progress, as well as to go over any revisions.

TIME

This is a 3-month commitment but can be extended for an additional month depending on your strategy and content needs.

COST

There is a \$4,000 monthly fee for this accelerated program. But the value? Man, we're packin' in over \$22k of value into these three months.

APPLY

We accept 3 businesses each quarter on an application basis. We want to make sure we're a good fit for your brand!



MONTH 1

BRAND STORY & SOUL

During the first month, we'll work hard to find the heart of your brand, including how that relates to your services and the way in which you offer them. By the end of this month, we'll have a solid brand story & mission and a short brand bio. To help us prepare for the upcoming campaigns, we'll also have your target audience segmentation ready to go alongside the core offer we've handcrafted to help you stand out.

CRAFTING A STRATEGY

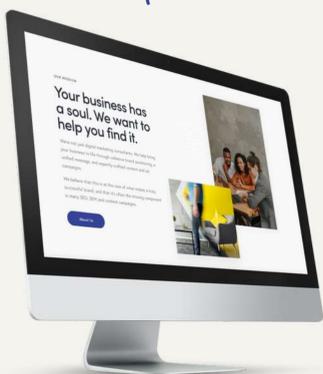
Now, our SEO pros are quietly working away at research and creating your SEO keyword strategy, which will be used as the foundation on which we build your 3-month content plan. Then, we'll get to work using your audience segmentation, brand story, and keywords to build out your ad campaigns and landing page copy. This means we'll also start working on a short lead magnet based on your core, converting offer we identified in order to offer something of value to your target audience.



MONTH 2

PREPARE FOR LAUNCH

We'll kick the month off by throwing all of our research and refinement of your messaging and offer into creating the mockup for your landing page. We'll design this based on our signature conversion-optimized format in both design and copy. We'll also be craftily creating a 5-part email sequence for you so that you're able to effectively follow up with your new warm leads after they've given you their email. Then, we'll use all of this to create a launch plan & roadmap. While we know you'll be sad to see us go, this month will culminate in a 90-minute handoff call where we'll leave you with everything you need to launch your campaign successfully.



MONTH 3

CONTENT CRAVINGS

Love everything we've done already and just want more of it? Stop it. We're blushing. Anyway...if you love it that much then we'll take advantage of the fact that all of your messaging and strategies are fresh in our minds to update your keyword strategy and create 5 SEO-optimized blogs, along with 5 followup emails. Hey, we'll even throw in a full SEO audit of your main website and a free lead magnet too.



MONTH 4

THREE of the most commonly asked questions



I'm worried we won't be able to use your materials and strategies to launch effectively. What if we're struggling?



We make ourselves available via email to our Sherpa Way Scale participants for 1 full month following the end of the program.



What if we need more materials, like a full landing page design, more SEO-optimized blogs, or future updates?



All businesses who participate in Sherpa Way Scale receive a lifetime 10% discount on our full range of services.



Do we have to pay the full amount of the program upfront?



There is a \$500 deposit to secure your spot and kick off your initial strategy call and project planning. We will deduct that \$500 from the first month, of which you're able to pay monthly or spread out in payments over 6 months.

YOU'RE PERFECT IF...

- You have validated your product. You're not so new to the market that you're still testing whether or not there's a need for what you offer. People love what you offer and you know it.
- You are willing to trust us in the development and implementation of our strategies. You're open to evolving and letting us guide you through that evolution.
- You have the patience to walk through the process. This isn't a night to day kind of transformation. This program is 3 months for a reason, in order to let us really dig deep into the heart of your brand and fully flesh out your strategies .
- You are ready and excited to evolve. This means that you're ready to let go of parts of your old brand and messaging if necessary.

APPLY



we'll help you evolve

WHAT YOU WILL GET IN DELIVERABLES

MONTHLY

Month

one DELIVERABLES

- ✓ Short brand bio
 - ✓ Brand mission
 - ✓ Brand story
 - ✓ Audience segmentation & profiles
 - ✓ Core offer
- VALUE = \$7,200**

Month

two DELIVERABLES

- ✓ Keyword research (50 keywords)
 - ✓ 3-month content plan
 - ✓ Ad campaign (Facebook or Google)
 - ✓ All ad copy & design
- VALUE = \$8,500**

Month

three DELIVERABLES

- ✓ Landing page copy (2,000 words)
 - ✓ Landing page design mockup
 - ✓ 5-part email sequence
 - ✓ Traffic & lead action plan
 - ✓ 90-minute handoff call
- VALUE = \$6,750**

OPTIONAL UPGRADE

Month

four DELIVERABLES

- ✓ Keyword strategy update & optimization
 - ✓ Full SEO audit of main website (up to 25 pages)
 - ✓ 5 SEO-optimized blogs (1,200 words)
 - ✓ 5 more emails to nurture your leads
 - ✓ Lead magnet/free guide/ebook
- VALUE = \$7,000**