Strategic Foundation Package

If you're not getting the sales you want, the problem is usually this: people don't understand why they should buy from you instead of someone else. You have a good offer. Your services are solid. But if your positioning isn't clear, people can't see why you're the right choice. So they keep scrolling, keep comparing, or just don't buy at all.

Without clear positioning, this doesn't get better. You'll keep attracting the wrong enquiries, spending time on consultations that go nowhere, and watching potential clients choose competitors who aren't better than you but have made it clearer who they serve. Your marketing budget gets wasted because the messaging underneath isn't working. Every month that passes without clear positioning is a month of lost revenue and missed opportunities.

Get your positioning sorted, and everything else works better. Your messaging becomes specific. **Your marketing attracts the right people. Your conversions improve because clients understand your value before they contact you.** This package gives you the clarity on who you're for, what makes you different, and how to communicate that so the right people think "that's exactly what I need."

Over the next few pages, you will find set out exactly what this service offers and how we will work together to develop a strong strategy for your business.

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You can simply book through the Stripe links found within this document.

One client used this positioning framework to increase their turnover by 25% year-on-year and turned their company around. The clarity on who they served and how to communicate that meant their marketing became effective.

Another business had experienced two years of consecutive decline. Revenue dropped 13.05% one year, then another 13.87% the next year. After we worked together on positioning and messaging, their revenue increased by 30.6% in five months. December became their strongest month on record in six years of trading.

Both started with the same foundation work you're looking at now. They got clear on who their clients were, what made them different, and how to position themselves.

Victoria Marshall

Strategic Growth Partner | Meta™ Paid Ad Specialist

Package Overview

For Businesses ready to build unshakeable strategic foundations

Investment: £1295

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Service Type: One-time strategic intensive with done-for-you deliverables

What's Included

Phase 1: Discovery & Assessment

- Comprehensive detailed questionnaire
- You complete in your own time (48-hour completion recommended)
- Strategic review and analysis by Victoria

Phase 2: Deep-Dive Strategy Session

- 90+ minute intensive strategy session
- Forensic business analysis and strategic planning
- Live strategic development and recommendations

Phase 3: Done-For-You Strategic Development Victoria creates the following bespoke strategic documents:

- Complete client profiling (forensic level detail)
- Competitive positioning and strategy report
- Brand messaging and communication guidelines
- Strategic foundation framework
- Website improvement guidance
- Content guidelines

Phase 4: Fine-Tuning Session

- Review session for strategic documents
- Refinements and adjustments based on your feedback
- Implementation guidance and next steps

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What You Walk Away With

- Crystal clear understanding of who you're talking to
- Positioning that makes you the obvious choice
- The exact language that connects and converts
- A strategic foundation that underpins everything for the next 2-3 years

Timeline & Process

Week 1:

- Questionnaire sent within 24 hours of payment
- You complete the questionnaire (recommended within 48 hours)
- Victoria reviews and analyses your responses

Week 2:

- Deep-dive strategy session scheduled (90+ minutes)
- Session conducted via Zoom
- Recording provided for your reference

Week 3-4:

- Victoria develops your bespoke strategic documents
- Client profiling completed
- Competitive positioning report created
- Brand messaging guidelines developed

Week 4-5:

- Documents delivered to you for review
- Fine-tuning session scheduled (60 minutes)
- Final refinements and implementation guidance

Total Timeline: 4-5 weeks from payment to completion, this can be shortened depending on client availability but always a minimum of three weeks.

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Your Responsibilities

Questionnaire Completion:

- Complete detailed questionnaire within 7 days of receipt
- Provide honest, thorough responses for accurate strategic development
- Supply any requested supporting materials (existing marketing materials, competitor information, etc.)

Session Attendance:

- Attend scheduled deep-dive strategy session (90+ minutes)
- Attend scheduled fine-tuning session (60 minutes)
- Provide 24-hour notice if rescheduling is required (one reschedule permitted)

Review & Feedback:

- Review delivered strategic documents thoroughly
- Provide specific feedback for fine-tuning session
- Confirm final documents meet your requirements

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Terms & Conditions

Payment Terms:

- Payment via bank transfer, or Stripe, payment plans available
- All prices in GBP

Service Delivery Standards:

- Questionnaire sent within 24 hours of payment confirmation
- Deep-dive session scheduled within 14 days of questionnaire completion
- Strategic documents delivered within 14 days of deep-dive session
- Fine-tuning session scheduled within 7 days of document delivery
- All sessions conducted via Zoom with recordings provided

Scheduling & Rescheduling:

- Sessions are scheduled mutually between Victoria and client
- One free reschedule permitted with 24-hour notice

Intellectual Property & Usage Rights:

- All strategic documents created become client property upon final payment
- Client granted an unlimited license to use all materials for business purposes but not for sharing strategy or resale to other businesses
- Strategic methodologies and frameworks remain Victoria Marshall IP
- Victoria Marshall retains the right to use anonymised case study data for marketing purposes
- The client is responsible for the implementation of strategic recommendations

Confidentiality:

- All business information shared remains confidential
- Client data handled in accordance with UK GDPR requirements
- No sharing of client business information without written consent
- Confidentiality obligations survive completion of service

Refund Policy:

- No refunds once payment has been made
- By making a payment, you commit to completing the full Strategic Foundation Package
- All sales are final

Cancellation by Victoria:

- In the unlikely event that Victoria must cancel, alternative arrangements will be offered
- Service rescheduled to the earliest mutually convenient date
- No liability for consequential losses or business impacts

Limitation of Liability:

- Victoria Marshall is liable only for the direct costs of services not delivered as specified
- No liability for indirect, consequential, or business loss damages
- The client is responsible for the implementation of strategic recommendations
- Results depend on client implementation and market conditions
- Maximum liability limited to £1295 (total service fee)

Dispute Resolution:

- Initial disputes addressed through direct discussion and good faith resolution
- Formal disputes are subject to UK jurisdiction and English law
- Mediation is required before legal proceedings
- The client is responsible for legal costs if the contract breach is proven

Force Majeure:

- Service delays due to circumstances beyond reasonable control are excused
- Includes, but is not limited to: illness, platform outages, technical failures, civil war, widespread outages etc
- Notice provided as soon as reasonably practicable
- Services resume when circumstances permit without penalty

Client Delays:

- Timeline extensions may apply if the client delays questionnaire completion beyond 7 days
- Service must be completed within 12 weeks of payment, regardless of client delays
- Client remains responsible for full payment regardless of completion status

What's NOT Included

Implementation Support:

- No ongoing implementation guidance beyond the fine-tuning session

- No hands-on execution of marketing activities
- Strategic foundation only - execution remains client responsibility

Additional Services:

- No content creation or copywriting beyond strategic messaging guidelines
- No social media management or posting
- No advertising setup or management
- No graphic design or visual branding work

Ongoing Support:

- No ongoing monthly support or check-ins after completion
- Questions beyond the fine-tuning/implementation session are subject to additional consultancy fees
- Optional ongoing packages available separately if required

Getting Started

1. **Receive questionnaire** within 24 hours of payment
2. **Complete the questionnaire** within 7 days
3. **Schedule your deep-dive session** within 14 days (exceptions will apply over holiday periods)

Agreement Confirmation

By proceeding with payment for the Strategic Foundation Package, you confirm that you:

- Understand this is a one-time strategic intensive service
- Agree to complete the questionnaire within 7 days
- Will attend scheduled sessions or provide a 24-hour reschedule notice
- Understand that there are no refunds once payment is made
- Understand service limitations
- Accept full terms and conditions as outlined above
- Acknowledge that this service must be completed within 12 weeks of payment