

Otherworldly Strategy pricing sheet

Compare top features offered in Otherworldly Strategy.

A coherent, unified, valuable, delightful user experience that customers love and share with others all starts with strategy. These are the steps we use to take brands from “what do we say and make?” through to a clear, comprehensive strategic plan that covers your entire customer buying cycle.

01 Audience Habits Session

In one hour, you'll be guided to identify your target market, their objectives, and how they enjoy consuming content on the Internet. This lays the foundations for the second session.

- Only use language your audience will love
- Filter future marketing through this targeting
- Live, 1-on-1, recorded for future reference



02 Audience Narrative Session

Decisions happen in the buyer's mind, not yours. So this session deep-dives into how they view the journey they're already on, from the problem they're escaping, to the solution they're pursuing.

- Define their current problems and goals
- Unpack the language they use to describe them
- Live, 1-on-1, recorded for future reference



03 Product Bridge Session

Your product is most interesting when buyers see it as a cab ride from problem-land to solution-land. In this session, we rework your product's language and positioning so it's seen as exactly that.

- Insert your product/service into their narrative
- Unpack the language used to make it an obvious fit
- Live, 1-on-1, recorded for future reference



04 Easy-Enrolment Session

Now we've related to their journey and positioned our product as a cab ride, this session makes the first step on that journey delightful. This is an experience, not an offer, and one they'll both enjoy and tell others about.

- Define an experience they'll love to sign up for
- Unpack how it'll work automatically for all visitors
- Live, 1-on-1, recorded for future reference



05 Narrative Packaging Session

How do we introduce this new brand messaging? How do we make sure they trust what we say? How does it fit together for use? This session fills in the gaps for a complete message you can share anywhere.

- Define all narrative sections for a full page/site
- Define how to use each narrative section anywhere
- Live, 1-on-1, recorded for future reference



06 Content Habits Session

People don't want ads—they want to learn and/or be entertained. In this session, we uncover how your audience already consumes content, so your brand becomes a sought-after show, not a tedious interruption.

- ✈ Identify formats and platforms your audience loves
- ✈ Decode what keeps their attention & gets them talking
- ✈ Live, 1-on-1, recorded for future reference



07 Big Idea Session

A cohesive marketing theme makes your brand experience unforgettable. This session helps you define the core idea behind new marketing material—one that entertains, educates, and subtly connects viewers to your brand's mission and offers.

- ✈ Define a magnetic, on-brand content theme
- ✈ Build a creative foundation for content and pages
- ✈ Live, 1-on-1, recorded for future reference



08 Big Map Session

We take the customer narrative (above) map out how they behave and feel on each step of their journey. Then for each step, we write down what marketing to implement, so every customer has a continual stream of next steps they'll be delighted to take with you.

- ✈ Map customer emotions at each journey stage
- ✈ Outline marketing strategies for seamless progression
- ✈ Create irresistible touchpoints to boost engagement



09 Big Deck Session

We turn the Big Idea and Big Map into a suite of example sketches, ready for presenting to your target audience for feedback. This enables us to be certain the strategy is robust, accurate, and desirable to our target market.

- Sketch examples material for different platforms
- Align visuals with the core marketing theme
- Ensure the content supports the overall strategy



10 Big Pitch Session

We present the deck to your target market, gather feedback, and refine the strategy based on their responses to improve engagement.

- Present the deck to the target audience
- Collect feedback for insights on engagement
- Refine the plan to enhance effectiveness



9+ Advanced Deck Session

This session enhances the conventional Big Deck Session by producing near-final creative materials for presentation, rather than just sketches. This gives interviewees an even greater sense of how materials might look, and allows for more nuanced feedback.

10+ Advanced Pitch Session

This session enhances the conventional Big Pitch Session by presenting near-final creative materials, collecting more nuanced feedback. It also gives us the time required to make revisions and edits to much more polished assets, as editing near-final materials takes longer to do.

Individual steps

These prices are for steps when bought individually.

#	Individual Step	Step price
1	Audience Habits Session	\$500
2	Audience Narrative Session	\$500
3	Product Bridge Session	\$500
4	Easy-Enrolment Session	\$500
5	Narrative Packaging Session	\$500
6	Content Habits Session	\$500
7	Big Idea Session	\$2,000
8	Big Map Session	\$2,000
9	Big Deck Session	\$3,000
10	Big Pitch Session	\$2,000
9+	Advanced Deck Session	\$12,000
10+	Advanced Pitch Session	\$4,000

Packages

These prices reflect the purchase of multiple steps together, up-front.

Package	Steps included	Package discount	Package price
Irresistible Brand Workshop	1 2 3 4 5 6	-\$1,005	\$1,995
Otherworldly Strategy	1 2 3 4 5 6 7 8 9 10	-\$3,005	\$9,995
Otherworldly Strategy+	1 2 3 4 5 6 7 8 9+ 10+	-\$4,005	\$19,995
Workshop Upgrade	7 8 9 10	-\$500	\$8,500

For Irresistible Brand Workshop customers: upgrade to Otherworldly Strategy.