

# FAQs

## **What do you actually do?**

I work with small businesses and marketing teams to simplify their marketing efforts. In my experience, that almost always starts with a plan and goals. Most business owners I know have no shortage of ideas, and they've often tried a lot of different things. The challenge is figuring out what's actually working and what's worth pursuing. I help bring focus and clarity to all of it; taking everything on the table and turning it into a clear strategy and actionable plan that makes sense for your business.

## **Where do I start if I don't know what I need?**

With a conversation. You might not think you know what you want or need, but typically, once we start talking it becomes pretty clear. Book a free clarity conversation with us and we'll figure it out together.

## **Can I hire you just for one project?**

Absolutely. Sometimes you just need focused, short-term support, and that's exactly what The Project is designed for. I'll still take the time to understand your business and what you need, just in the context of a specific task or goal.

## **Do you offer audits?**

Yes! While it's not listed on the services page, I do offer basic and extended marketing audits for paid media accounts. It's a great starting point if you want a clear picture of where things stand before committing to a full plan or managed service agreement.

## **Do you build websites or manage social media?**

No. I can guide you in some decision making around content strategy, missing website elements and engagement opportunities but I am no technical developer. I'm happy to recommend people I trust if you need extended web work.

## **Do you manage email campaigns?**

No. Although I understand the fundamentals of email strategy, customer journeys, CRM tools and more. This is not my wheelhouse. I can help audit an existing setup if needed within HubSpot or MailChimp (on an hourly basis) but I do not offer direct email marketing related services.

## **Do you work with businesses in any industry?**

Yes! I don't specialize in any one industry, and honestly, I think that's a strength. Having a diverse roster of clients means I'm constantly finding inspiration from unexpected places and thinking beyond what's considered standard in any one space. Fresh perspective is kind of the whole point.