

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.

What is your hourly rate? (How much do you charge?)

My rate is \$125/hr. **This is subject to change based on the relationship and project scope.*

Do you offer audits?

Yes! I do offer basic and extended marketing audits for paid media account(s) for a flat fee. It's a great starting point if you want a clear picture of where your advertising dollars are going, what's working vs what's not and a list of items that could be improved 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.

When should I expect to see results?

It depends! Based on our relationship or type of work, results may vary. A paid ads campaign could take weeks to months to see results depending on the strategy. Marketing is not black and white, data isn't always a linear path. Results will vary based on what project we work on together.