

# The StandOut Practice™ Plan Breakdown



## Let's Take a Peek

The following packet is meant to break down The StandOut Practice™ Plan.

\*Final pricing may vary based on the specific needs and scope of the project.

# welcome friend!

We're not your average marketing crew. We're a team of creative thinkers, strategy nerds, and big-hearted doers who are obsessed with helping small businesses (like yours) stand out and show up online with confidence. Whether we're designing your website, shaping your brand voice, mapping out a content strategy, or managing your social media—we're here to make sure your message lands and your audience gets it. Everything we do is tailored, transparent, and built around collaboration (plus a little bit of caffeine and a whole lot of heart). We'll keep you in the loop, track what's working, and adjust as we go—because your success isn't just the goal, it's the plan. Let's build something bold together. You bring the magic—we'll help the world see it.

## Jennifer & Alyssa



CEO & COO OF TME BRAND MARKETING

# The StandOut Practice™ Plan

## Step 1: The Deep Dive

*Let's get clear on what's working—and what's not.*

We start with a 60-minute strategy session to explore your brand, message, and online presence.

We'll dig into:

- Who you're attracting (and who you want to attract)
- What your current website and content are communicating
- Whether your online presence is helping—or hurting—your growth

This session is full of aha moments. We ask the right questions so your marketing actually aligns with your practice.

## Step 2: Your Custom Plan

*Your personalized StandOut Practice™ Plan—tailored to your goals, time, and bandwidth.*

Here's what's included:

- **Brand & Messaging Clarity**
  - Refine your voice so your ideal clients feel seen—and want to work with you.
- **Website & Online Presence Checkup**
  - Already have a site? We'll audit it. Starting from scratch? We'll guide you step by step.
- **Client Attraction Strategy**
  - A step-by-step plan to help the right people find you and feel confident booking with you.
- **What Moves the Needle**
  - You won't get a to-do list a mile long. Just the essentials that drive results.
- **A Cohesive, Trust-Building Brand**
  - From Psychology Today to your Instagram bio—your presence will feel aligned, polished, and credible.
- **Sample Homepage Copy**
  - Use this example to see how your homepage framework comes to life. Once finalized, it becomes the foundation used to generate content for your whole site.
- **Done-for-You Options**
  - Want us to bring it all to life for you? We've got you covered with implementation packages.

*But wait, there's more!*



# The StandOut Practice™ Plan

## Step 3: “Bring it All Together” Presentation Call

*We don't just send you a PDF and say “good luck.”*

We'll hop on a call to walk through your plan together, answer questions, and make sure everything works for you.

You'll also get:

- **The StandOut Checklist**
  - A clear list of next steps—prioritized for maximum impact.
- **Social Media Calendar & Content Plan**
  - No more scrambling for what to post. We'll show you how to stay visible without burning out.
- **Support Options**
  - If you want us to implement the plan for you, we'll outline what that looks like, too.

**and bada bing!**

## The Result?

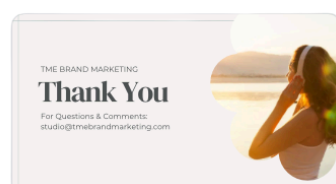
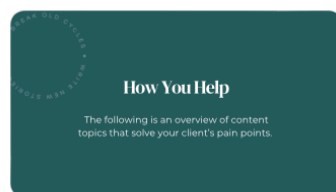
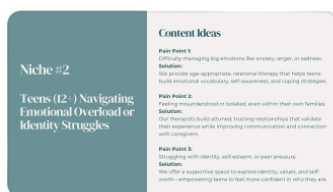
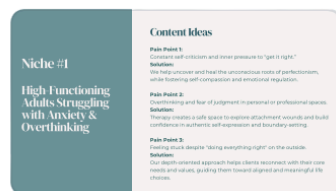
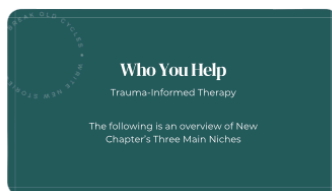
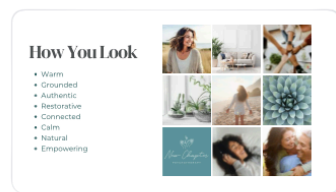
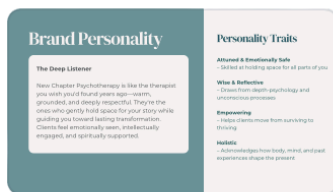
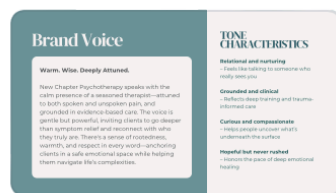
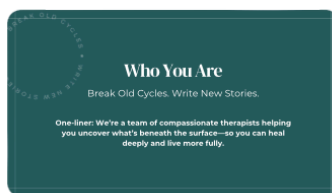
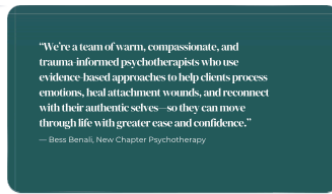
A website and marketing strategy that doesn't just look good—**it works.**

No more guessing. No more spinning your wheels. Just a solid plan that supports your growth and helps you build a better online presence.





# Example Pages from a StandOut Practice™ Plan





# So, what are my next steps?

Let's talk about how you move forward with TME (and don't worry—it's easy):

Melissa will send you one email with everything you need:

- A quick branding + biz survey
- A link to book your Deep Dive Strategy Call
- Your invoice

Once your call is booked, we'll review your current site (if you have one), dig into your style, and get clear on the clients you actually want to work with.

Come ready to get specific—because “anyone with anxiety” won't cut it if we're building a brand that stands out. Let's make this thing really work for you.



**Psst...this is Melissa**

*Please note: We can't move forward until your invoice is paid—this officially reserves the dedicated time we've set aside just for your project. It also acts as our work-for-hire agreement, meaning anything we create during your booked time is yours. Ownership matters to us, and we believe your brand should belong 100% to you. And hey—let's be real, in this economy, no one's working for free (not even us).*





# We can't wait to get started!



We are honored that you picked TME Brand Marketing to help you build a website strategy to boost your business's online presence. This strategy will provide you with a clear concise roadmap for your website.

So, whether you choose to build it with us, or build it on your own, you'll have a full strategy at your fingertips!

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*Thank you!*