

Mother
OF MARKETING

COACHING PACKAGES

SOCIAL MEDIA COACHING

12 week program

with Instagram

Masterclass

\$5000

01

During our first session we discuss the current state of your Instagram and get to know your brand, aesthetic, and voice.

We also take time to dive into who your audience is, what they're interests are, who they like to be communicated with, and where else outside of Instagram we should engage with them.

After this get-to-know your brand session I develop an Instagram Marketing Plan for you that includes your offgram line email and website strategy.

02

In our second session, we're going to spend 90 minutes walking through your new plan together and developing your new aesthetic through a brainstorm session, and defining our content direction and tone for Instagram

03

Over the next 12 weeks, during our off time we work through the Masterclass curriculum on a one-on-one basis and refine your strategy, developing content testing pipelines, and fill the gaps of your sales strategy on social media.

FAST- PACED WHOLE STRATEGY COACHING

This program also includes lifetime membership into the Instagram Masterclass

6 week program
\$3800

01

During our first 90 minute sessions we get everything about your business, your ambition, and your goals out on the table. We also take time to honor your frustrations with marketing and identify your strong points as a business owner.

During this time we create a marketing timeline, outline the base of your mission and values, and begin to create a marketing plan outline.

By the end of six weeks together we will have created a holistic marketing strategy for social media, networking, sales, and beyond.

02

During our second 90 minute session we take the marketing outline we've created together and develop content ideas, make decisions about where you'll spend your time on social media, and begin developing audience personas.

03

Over the next 4 weeks, we have 60 minute platform coaching sessions where we develop social media content, define your tone and voice, and layout testing methods and ways in which to measure the success of content and strategy.

MARKETING & OPERATIONS COACHING

9 week program

\$4500

01

The marketing and operations program is for serious entrepreneurs. Together during our nine weeks we cover:

- How to develop and define your brand
- Creating a holistic brand and marketing strategy
- Crafting a content strategy
- Developing an systems operation plan
- Setting up systems to establish and maintain your marketing plan
- Important financial aspects such as; Marketing budget, operational costs, and team strategy
- Establishing your business operational plan

02

We spend the first month teaching you the basics of business operations, financial operations, how to build your team, and ways to support your marketing and branding.

In week five we develop your marketing plan together.

03

In weeks 6-9 we fine tune your content plans, set your systems up in place, and set quarterly goals for revenue growth, social media growth, and key systems operations areas to keep your business moving and flourishing.

LIFTOFF PODCAST LAUNCH COACHING

8-12 week program

\$5200

01

Have a podcast you're looking to launch or maybe you're just looking to get started? Where ever you're at, I can meet you there. In this 8-12 week program we kick off by understanding what your goals and objectives are with your new podcast.

We also take the time to determine what your current state is with the project and develop a robust timeline filled with action points along the way so once we hit the end of our 8-12 week time together, you're ready to launch your podcast and start helping listeners!

02

We spend the first month teaching you the basics of podcast operations, developing your ideal listeners, determining program direction, and setting up promotional channels.

In week five, we begin planning out each episode and setting a recording schedule.

03

In weeks 6-12, we spend time together editing podcast episodes, testing out the right format for your show, developing your podcasts website page, branding direction, and aso much more.

WHAT'S INCLUDED

Check out what's included with each program.

01

- A structured online module program accompanying each coaching program
- Personal branding and positioning discussions
- Video content with worksheets delivered to your inbox weekly
- Brand discovery journaling exercises
- Easy to Follow, How to, Step-by-Step guidance through each topic
- Worksheet Check List to inspire action
- Fun Weekly Challenges to keep you engaged throughout the week
- Implementation of course material throughout the weeks
- Email availability between sessions
- Option to continue weekly meetings beyond the program



PAYMENT OPTIONS

Credit card, paypal, and
ACH accepted.

01

50% up front, 50% at the end of
coaching.

02

Monthly, spread out over the
course of the program.

03

All up front.

READY TO SET IT UP?

Let's schedule our introductory call and plan out the timeline of your program!

Email

sarahallisongth@gmail.com

Call

480.259.9737

Get Social

[@sarahalpotter](https://www.instagram.com/sarahalpotter)