

# 9 IN 90

**BRAND-LED BUSINESS STRATEGY (IN LESS THAN 2 HOURS)**

**the  
Good  
Stuff.**



# GET TO THE CORE .

**A winning decision-making framework for your business, without wasting months and precious moolah on baffling brand models.**

A 90-minute, fast-paced workshop covering 9 crucial components of your business, brand and marketing strategy - auditing everything you do from business needs and audience, to services, touchpoints and content.

**Taking you from foggy to focused...  
in under 2 hours.**



# ARE YOU ...

## **In the baby stages of your new business?**

You KNOW brand is important, and you want to get it 'oh so right'....but you've not got a small fortune or months to spend on the strategic brand direction.

And there's so much else to think about. You want to get up and running quickly, and as confidently as possible. Toddler wobbly steps aren't for you.

## **Ready to scale?**

So far, the brand has been 'you'. Your words, your thoughts, your energy, your direction.

But you can't do it all.

You need to be able to articulate to others, what your brand is all about, so that they can take your precious cargo and help it on the next stage of its journey; World domination.

## **A senior marketer, in a pretty established business?**

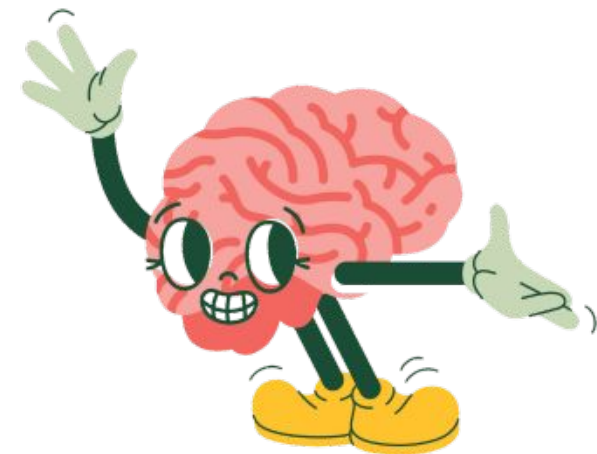
The business has moved on, but brand and comms have lost their way.

You want to make a change - but where do you start?

How do you get all the senior management on the same metaphorical page?

What buttons do you press to make the biggest bang?

**WHAT IF YOU COULD SPEND  
JUST 90 MINUTES OF YOUR  
CHERISHED TIME  
DOWNLOADING THE  
CONTENTS OF YOUR BRAIN  
INTO A DECISION MAKING  
FRAMEWORK?**



# THE RESULT?

**An unbiased view of the strategic elements you have in place and an expert recommendation of clear and practical next steps to fill the gaps and soothe the pain points.**

We'll give you a succinct document clearly showing how your brand performs across 9 key strategic functions. A no-bull roadmap of practical steps to fix the wobbly bits and shore up those foundations.



Spot the gaps and know how to fill them



Align your organisation



Sit back and watch the fireworks (in a good way)



# HERE'S HOW IT WORKS



## 1. Intro

Say hello, introduce the process, discuss your challenges and go over any queries you may have with a quick call.

## 2. Prep

We send a prep document, for you to work through prior to the session.

## 3. Review

We'll set up a digital board, using your prep work and review with notes/comments captured before, during and after the session.

## 4. Workshop

A minimum 2hr in-person workshop (that's 90 mins, with a side of waffle to keep it sweet) with James and Helen.

## 5. Report

Capturing the information from the session, with a roadmap of recommended actions.

## 6. Support

Access to additional brand worksheets and ongoing guidance if required, for next steps.

# YOUR UNFAIR ADVANTAGE



Brands struggle to connect with customers when their foundations aren't solid. When they don't know who their best customers are, or what they want. When they've not clearly articulated why they do what they do, or told people what to expect from them.

Having supreme confidence in your decisions means you can move faster, bolder, take bigger steps towards your goals.

9 in 90 gives you a strong base to ground you, so you can stand taller and reach new levels with your strategy – for just £2,400.

**After all, you can't jump higher if you're standing in a bog.**



# GOOD STUFF THEY SAY

You lit up the room with your vibrant energy and rapid insight into our business. The 9 in 90 was pin sharp, clarifying exactly where we need to focus our resources. A great session, chock-full of insight. Our team left full of optimism for the next steps.

**Matt Clifton, Chief Executive, Bemix.**

Your help was invaluable in many ways - beyond helping us define our brand and identity, you've given us the confidence to stick to our guns and be authentic in what we do. It's very easy, especially with beginner's nerves, to just pander and conform...

**Ivan Marziano DPhil FRSC Chief Scientific and Innovation Officer, Particology Ltd.**

Nothing but praise for the guys. Friendly, professional, smart and generous, they clearly know what they're doing and will use their formidable talents and experience to help you achieve your strategic goals.

**Ben Fowler, Co-Founder Stormtrooper Beer**

It's always enjoyable to spend time with Helen and James and benefit from their years of insight and expertise. The 9 in 90 workshop was filled with sparky conversations and strategic input. They make brand work fun! We left feeling more confident about our strategy and buoyed up with creative ideas as to how to build our profile.

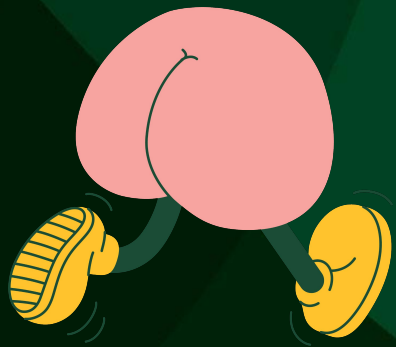
**Jo Dawes, Head of Income and Engagement, Oasis Domestic Abuse Service**

Thank you so much for today. It was brilliant and couldn't have come at a better time. It's been very challenging to find time to 'break the wheel' to look at the bigger picture, and the 9 in 90 helped clear the way to identify some really key next steps. Your energy, enthusiasm and expertise was key to that.

**Dan Hulme, CEO, The Sports Trust**







**THE END .**

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