

BEFORE WE BEGIN

LET'S MAKE SURE WE ARE A GOOD FIT

THESE ARE THE REQUIREMENTS WE HAVE OF YOU TO KNOW IF WE ARE GOING TO BE ABLE TO WORK TOGETHER.

GOALS

You know what your GOALS are.

Goals are important. If you don't know what you are trying to accomplish, then how will we know if we are successful? If you don't have clear goals, or you're not prepared to work with us to define them, then we probably are not a good fit for you.

TIME

You Have The Time

If we work together, we will demand your 100% undivided attention and we will fire you the minute we think you're getting distracted. That may sound harsh but the reality is you can't afford to let this project prolong itself. There are potential clients searching for you right now that won't be there if you wait too long.

AUDIENCE

You Have An Audience

Building an audience through blogging, podcasting, interviews, white papers, presentations, speaking, and education is the only way to generate new customers online.

If you don't already have an audience you should be prepared to define and build one. If you feel these things are a waste of time, we probably aren't a good fit for you.

BUDGET

You Have a Budget

If you really want this to drive results for your business then you will have to make an investment. That's just the way it is. We do not do work for equity in your start-up and we do not cut any corners. Therefore, treat this like an investment, do what we recommend, and you will get a positive return.

PASSION

You Have a Passion

Building an audience online is hard work and it takes time. Passion is the fuel you need to keep going when you are ready to throw up your hands and quit. It's the WHY you got started in the first place.

If you're not passionate about what you do, then why should we be? We like working with clients that have a burning desire to do something, be something, and welcome change.