



WIDE WEB ADVISOR  
**BRAND AID**

**DISCOVERY**  
**A FORTUNE 500 SOLUTION**

## WHAT IS DISCOVERY?

### Discovery is a combination of consulting and research

Discovery is a series of consulting sessions, where we map out the specific scope of your project. You benefit from our years of experience building successful businesses, both offline and online, as well as our dedication to staying on top of the best practices of our industry. The entire purpose of discovery is to make sure we understand your project and your goals, be it increasing revenue, donations, email signups, or creating efficiencies that save you time. We want your entire investment in the final project to be usable and efficient, and for you to see a return. To get to this point, we consult with you (or key stakeholders assigned by you) and perform research on your behalf.

### HOW DO I BENEFIT?

During Discovery we identify:

- **Ideal Customer:** We develop customer avatars that represent your ideal customer, we anticipate their point of view, the problems they are trying to solve and their objections.
- **Competition:** We analyze your top competitors to help us understand how to separate you from the pack, and successfully market your brand.
- **Business Goals:** We work with key stakeholders getting to know the business and understanding its goals before recommending strategic initiatives.
- **Marketing Initiatives:** With clarity surrounding the goals, the deal customers and competitors, we recommend strategies
- **Sales Tactics:** We'll recommend a multitude of sales tactics. Since your website is the foundation for your marketing initiatives, we'll analyze it and make recommendations for design and content changes, if necessary. We'll recommend digital strategies to drive traffic to your site, convert prospects, increase revenue, and build brand loyalty.

When we're done, you'll have a visual mind map of all the goals of the project, and a plan for achieving them. Your mind map is presented in a Solutions Report, which is accompanied by our Proposal for Services. You might think of this like you're hiring an architect to draw up the plans for a building. Once you have those plans and estimates, you can make a better decision on how and when to execute the project.

At the end of our Discovery sessions, you own the plan. We can implement the strategies for you, you can implement them in house, hire someone else to do it, decide it's not worthwhile to move forward, or you can hire us to help you achieve your goals. The goal of Discovery is to provide clarity so you can make a fully informed decision, but there's no obligation on your part to have us perform the recommendations contained in the report.

### **WHAT DOES IT COST?**

Your first Discovery session is free. If we decide to proceed, we'll bill you in 5-hour increments at the rate of \$125 per hour.

98% of the businesses we work with in Discovery are so impressed with the Discovery process that they choose to work with us. And, here's the best part; if, in the end, you choose to have us execute the project for you, your Discovery fee will be applied to the balance of the project.

### **HOW LONG DOES IT TAKE?**

The Discovery process typically takes 3-6 weeks, 4-5 hours of your time and 12-15 hours of our time. The actual time required varies with the size and complexity of the business.