

here's the problem:

there's a lack of clarity and consistency in the anchor storytelling pieces for brands - pieces that impact culture, team collaboration, marketing, public relations, and communication.

businesses don't know how to tell their story; and they don't know which stories to tell that will resonate with their employees, potential employees, current customers and potential customers to create and inspire lifelong loyalty and trust.

it gets even more confusing for brands that don't know their stories and storytelling when you bake in branding elements - like typography, colors, website design, photography - as well as sales strategy and customer experiences.

here's our promise:

when you get clear on the anchor culture and storytelling pieces, here's what's possible: **clarity, confidence,** and **rock-solid, consistent** language that is shared with teams from top to bottom.

toth shop has the talent to listen and find the stories from each person, respectively, but from the business as a whole that will **hit their customer in the heart** and make customers and employees feel connected.

meet the toth:

our team's signature package

we partner with you to deliver these pieces:

who you are:

- tagline
- ethos/mission
- vision
- philosophy/culture
- core values
- core operating principles and standards
- brand voice guide
- storytelling strategy

how you got here:

- founder bio story
- brand evolution story
- a clear statement on your why

why you do what you do:

- snapshot of the brand story today with clear secret sauce / differentiators
- a clear and memorable statement on the problem you solve and how you solve it
- elevator pitch (long version and more snackable/shorter version)

add ons:

two of our favorite things: *education* & *creativity*

1. toth in action:

a 90-minute brand training class with the toth shop team and your key stakeholders or marketing voices with easy-to-implement strategies to use any/all of this copy on social media, marketing collateral, website, and advertising

2. creative marketing pieces:

we work with your team to design more creative pieces you can use for advertising and creative purposes as well as customer experiences

how to use these pieces:

internally,

with your people, for your people:

- hiring and team building
- a shared language for a team
- culture identification for decision making

externally,

*for your current and potential
customers, partners, and collaborators:*

- marketing strategy
- communication and public relations efforts
- investor pitch decks and conversations
- sales strategy

the toth is good for:

- entrepreneurs and start-ups who need to establish a shared/common language and define their company's culture to pitch for funding
- companies or businesses that/who have pivoted post-pandemic and need to redefine who they are now in the middle of exciting change and growth
- companies who need to build their marketing with their stories and more mission, people, culture focus - versus the templates or the formulas

pricing:

investment: \$3,950

(\$4,500 with add-ons)

thanks.