Blue Fairy

PERSONALISED BUSINESS STRATEGY

THE PLAN

Big ideas. Real-life plans.

Your business, brand and marketing, connected in one personalised strategy.

Your ideas and the realities of running your business, brought together into a plan you can use.

We consider your time, energy, family and financial goals alongside the people you serve and the business you want to build.

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01 / FUNDAMENTALS, CAPACITY & CONSTRAINTS

A business that fits your actual life

What does your business need to earn, and what can you realistically give it?

We begin with where you are now, what is working and what needs attention. Your time, energy, responsibilities and ambitions shape the recommendations.

INSIDE YOUR PLAN

- A review of strengths, gaps, assumptions and decisions needing attention.
- Business objectives and direction for the agreed planning horizon.
- Work rhythms, available hours and the commitments your business needs to accommodate.
- Pricing and viability considerations, including how your offers use your time.

HOW YOU'LL USE IT

Assess a new opportunity against your priorities, capacity and financial needs. Make decisions with a clearer picture of what is sustainable for you.

These foundations guide your offers, marketing workload and implementation priorities.

Scope and inclusions are tailored to your agreed strategy package.

02 / THE BRAND

Words that help people recognise you

How do you explain what you do and why it matters?

We clarify your purpose, positioning and voice, then connect them with the people most likely to value your work.

INSIDE YOUR PLAN

- Purpose, mission and vision.
- Positioning, key messages and a clear description of what you offer.
- Tone of voice guidance for consistent communication.
- Ideal client profiles exploring motivations, questions, hesitation and decision factors.
- Shared messages and tailored approaches where you serve different audiences.

HOW YOU'LL USE IT

Draw on your plan when writing a homepage, introducing your business or briefing someone to help with your marketing.

Your audience insights shape your offerings, website content and customer experience.

Scope and inclusions are tailored to your agreed strategy package.

03 / THE JOURNEY

A clearer path for your clients

What does someone need at each stage of becoming your client?

We explore how people discover you, build trust, decide to buy and stay connected. We look for missing information, confusing steps and opportunities for thoughtful support.

INSIDE YOUR PLAN

- A map of discovery, connection, commitment and ongoing relationships.
- The questions and concerns people may have at each stage.
- A review of existing content, touchpoints and pathways.
- Recommendations for enquiries, booking or registration, preparation and follow-up.

HOW YOU'LL USE IT

See where a person might hesitate and decide what would help them take their next step. Plan a useful welcome email or make an enquiry process easier to follow.

Each stage informs the content, offers and website pages that support it.

Scope and inclusions are tailored to your agreed strategy package.

04 / THE OFFERING

A place for each of your ideas

What should you offer, who is it for and how does it fit together?

We consider your services, products and resources as a connected business. We explore the value of each offer, its role and the work required to deliver it.

INSIDE YOUR PLAN

- A structured overview of current and proposed offerings.
- The audience, purpose and place of each offer in the customer journey.
- Pricing and packaging recommendations informed by your capacity and goals.
- Pathways between introductory, core and ongoing offerings.
- Priorities for refining or developing the range.

HOW YOU'LL USE IT

Explain your options clearly, see overlap or gaps and make informed decisions about what to develop next.

Your offer structure gives your marketing a purpose and your website a clearer direction.

Scope and inclusions are tailored to your agreed strategy package.

05 / MARKETING & SEO STRATEGY

Marketing with a purpose

Where should you focus your effort, and what should you talk about?

We connect your audience, offers and priorities with a manageable marketing approach. Content helps people understand your work and find their way to it.

INSIDE YOUR PLAN

- Recommended channels and their role in your business.
- Content themes, campaign opportunities and an agreed marketing calendar.
- Guidance for social platforms, longer articles and email where relevant.
- Search topics, website recommendations and an SEO checklist.
- Relevant directories, referral opportunities and potential partnerships.

HOW YOU'LL USE IT

Open the plan when deciding what to promote, what to write and where to spend your limited marketing time.

Marketing leads people towards relevant offers and useful website pages. Content production and campaign delivery are separately scoped.

Scope and inclusions are tailored to your agreed strategy package.

06 / THE WEBSITE

A clear job for every page

What should your website help people understand and do?

We translate your strategy into a website structure that supports your audience, offerings and customer journey.

INSIDE YOUR PLAN

- The website’s purpose and priorities.
- Recommended navigation, sitemap and paths through the site.
- Page outlines explaining key content and calls to action.
- Recommendations for clarity, readability, mobile use and accessibility.
- Connections between your pages, useful content and enquiry or booking pathways.

HOW YOU’LL USE IT

Use the plan to update your existing site, brief a designer or decide which website changes matter first.

This section provides website strategy and planning. Design, copy production and technical changes are separately scoped.

Scope and inclusions are tailored to your agreed strategy package.

07 / STRATEGIC EXCLUSIONS & PARKING LOT

Room for good ideas to wait

What deserves your attention now, and what belongs further down the track?

Ideas can stay part of your vision while you focus on current priorities. We record the reasoning behind the choices so you have something to return to.

INSIDE YOUR PLAN

- Ideas and offers to revisit later.
- Channels and activities outside the current focus.
- Conditions or milestones that would make an idea worth reconsidering.
- Key risks, dependencies and questions still needing answers.
- The reasons behind important scope decisions.

HOW YOU'LL USE IT

Return to an idea when the timing or resources change. Give new opportunities a considered place in the plan.

Clear priorities make the implementation plan more manageable.

Scope and inclusions are tailored to your agreed strategy package.

08 / IMPLEMENTATION STRATEGY

Knowing what to tackle first

How do the recommendations become work you can actually start?

We put the agreed recommendations into a practical order, accounting for the groundwork, time and resources they need.

INSIDE YOUR PLAN

- Prioritised actions organised into suitable phases.
- Foundations and decisions needed before later work begins.
- Suggested timing aligned with the agreed planning horizon.
- Dependencies and responsibilities where relevant.
- Measures to review progress and inform future decisions.

HOW YOU'LL USE IT

Choose your next task, brief someone to help and check whether your efforts are moving the business towards your goals.

This is an implementation plan. Delivery of the actions and ongoing support are separately agreed.

Scope and inclusions are tailored to your agreed strategy package.

YOUR IDEAS, CONNECTED

Let’s work out what your business needs next

We start with a detailed conversation about your business, the questions you are carrying and the life you want it to support.

I bring the thinking together into a personalised written strategy. It explains the recommendations and the reasons behind them, so you can use it as a reference as your business develops.

The depth, planning horizon and review process depend on your agreed package. We confirm scope, cost and timing before beginning.

READY TO EXPLORE IT?

Email a little about your business, what you are trying to work out and a link to anything you would like me to see. I’ll help you identify the strategy option that fits.

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