

Verbal Flip™

Verbal Flip™ is my signature offer for ambitious businesses with less than \$2M in revenue.

Go beyond the logo, colors, and fonts by starting with the primary method of human communication.

Flip your language to create a distinct brand flavor and entice audiences hungry for what you sell.

This is a USD 3,900 investment.

21+ Days to complete

100% Payment upfront

18+ Pages (Verbal Manual)

120+ Workshop minutes

WHAT IT IS

Your sharpest and smartest marketing tool

Verbal Flip™ is your low-cost, high-return verbal identity manual to flip your language.

It guides you, your writers, and anyone who writes copy for your business through the steps necessary to create content that's on brand and on point.

Share it with your marketing, sales, customer service, or design teams to streamline your brand's communication.

Maintain consistency everywhere your brand speaks.

WHO IT'S FOR

For ambitious businesses who want a world-class presence

You should have finalized your project last week, but you or your team can't seem to capture the brand's essence.

So you hire an expensive writer at the eleventh hour or work overtime to DIY it. However, the next dilemma is looming because the underlying problem still exists.

Verbal Flip™ will save you time and money while helping you communicate like the best brands worldwide.

Don't bust your budget on writers or spend hours doing it yourself. You have more important things to do.

Book your workshop

As part of your discovery, I'll facilitate a 3hr workshop to kick off your Verbal Flip™.

Please use [this Calendly link](#) to book a spot.

- ✔ Bring your appetite for fun and games
- ✔ Get to know your brand's sweet and sour side
- ✔ Do the meaningful work to find the magic

WHAT'S INCLUDED

The price of a defined verbal identity is cost-effectiveness

1 **Week 1**

- Internal Brand Overview - Let's look into your brand soul
- Personality Workshop - Identify your human brand
- Voice Exploration - Speak the way you (want to) look

2 **Week 2-3**

- Grammar, Rhythm, Tone, and Glossary - Get a compact language system
- Web and Social Media Writing Guide - Know how to structure content
- Three Writing Templates - Headline, email or caption template

3 **Week 3-4**

- Verbal Manual - 24 pages+, delivered after 3-4 weeks
- Recommendations - Overall branding guidance

4 **Optional**

- Onboarding - Go through your manual with me
- Support - Get feedback after activation

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Preliminary Work

Be prepared to complete a brief competitor and audience analysis.

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Disclaimer

I'll mark you as confirmed after you sign the contract and pay in full.

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Send me an email if you have any questions.

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