

Here's what typically happens:

1

You get referred to us by one of our happy clients, or you see one of us speak or conduct a workshop, or you stumble across our website.

2

Speaking of which...

HI

3

You would pay us an upfront fee based on your company size to come to your market for a couple days. We do a highly-refined diagnostic that helps us learn your story and uncover any unleveraged assets and maybe even a blind spot or two.

4

Listening over those two days, we usually think of anywhere between 10 and 50 ideas that could help your business grow. (Our record is 86.)

5

We take those ideas back with us and let them incubate for a couple weeks - taking them out only to share them with the rest of our team, with the intention that those ideas grow in quality and quantity.



6

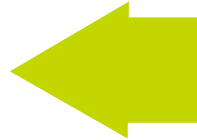
We then put the best of them together in a marketing plan that includes:

- » Brand Strategy
- » Campaign Tactics
- » Message Development
- » Systems, Policies, and Procedures to improve the customer experience.

(All these weeks of goodness come from you. That is to say, you'll be pleasantly surprised, but not shocked, by what we reveal ... because we learned it all from you.)

The execution of some of these ideas is up to you (though we will serve as your guide). Others will be up to us each month. We clarify all this up front, so you always know what to expect from us (and we from you) and by when.

You'll then pay us a monthly fee to help you execute this marketing plan.



For our monthly fee, we routinely deliver:

- » Concepts and copy for various media in accordance with our ongoing strategic plan.
- » Tactical suggestions for how best to implement the stuff that's up to you.
- » The occasional shockingly-good-surprise-additional-awesome-ancillary-idea-for-market-dominance.

Our monthly deliverables are compiled into an annual at-a-glance marketing plan/calendar that removes any anxiety from your expectations of our team.



We believe in margin and working proactively. We always work ahead. Each month we have a scheduled call to discuss how your business is tracking and what our plans are for the following month. Deliverables will reach you in plenty of time to achieve the agreed-upon awesomeness.



That said, we build in such margin to react when necessary to surprises by competitors or in the marketplace. We don't leave for Turks & Caicos on the 16th of each month (as much as we'd like to).



After each call or meeting, we email a recap to each necessary party. These recaps include deliverables, assignments, and next steps. This email is sent the same day as our call or meeting.



If a broadcast campaign is part of the plan, our marketing team will negotiate your schedules for 5% of the annual broadcast buy (payable in monthly increments). You will take advantage of the 15% agency discount (which we rebate back to you (essentially saving you 10%). With more than 400 schedules in 37 states and provinces in North America, our team brings the expertise to do far more with 95% of the budget than most people can do with 100% (or even 150%).



Additionally, Miles & Co routinely works with experienced, efficient graphic designers, audio and video production professionals, printers, web developers, programmers, and other vendors that understand our language, methodology and strict adherence to deadlines. These vendors will be made available to you. Any costs associated with these outside vendors will be covered by you.



Billing comes from our CFO, Dee Miles. We require a credit card to be placed on file; however, you may pay by company check if you pay by the 21st of each month. If we do not receive payment by the 21st, your credit card will be charged for the full amount of your monthly services. You may also request a different date for us to charge your credit card each month.



Semi-Annually, we send you The World's Shortest Customer Satisfaction Survey containing just two questions. It's based on the Net Promoter Score system used by Apple, Ikea, Nordstrom, and countless other leaders of customer delight. If it's good enough for them...



Annually, we hold a summary retreat to review the previous year and plan for the next year. Our monthly fee is adjusted annually by your growth. The only way for us to make more money is for you to make more money first - which is the way any good partnership should work.