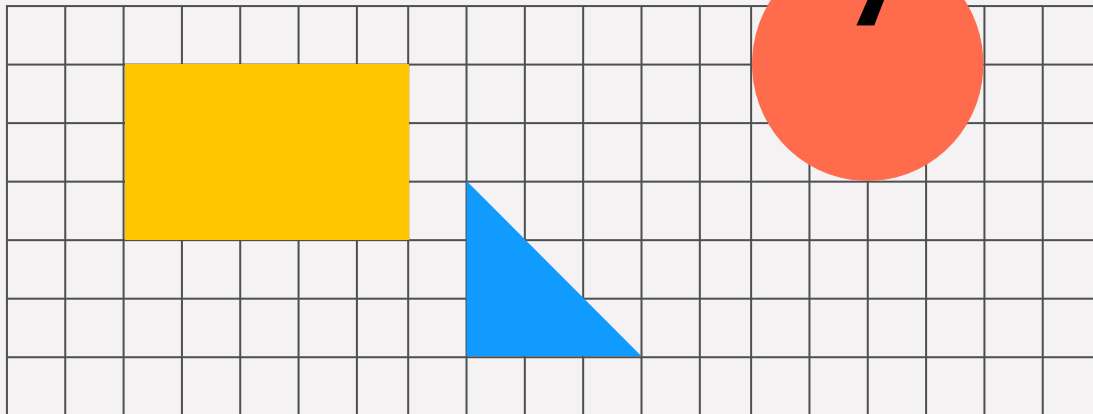


*Let's talk about storytelling:*

# How you position yourself is everything



### You've spent years crafting a strong reputation.

Creating a stable, lucrative business founded in purpose can be seamless if you have the right pieces in place.

Crafting a polished executive presence is about translating your real, objective impact into a language the market can find.

At Wemaygo, we believe in elevating your authentic story and crafting a sophisticated, commercial brand that is a bold reflection of your business and helps you land the clients you want to work with.

We don't reinvent the wheel, we work through your ambitions, the opinions of your closest collaborators and client prospects to find your unique value proposition within your niche.

Then, we wrap that positioning into a system of high-quality designed assets based on your needs.



# How do people speak about you?



When you try to define your own value in isolation, it's uncomfortable and can feel like shallow self-promotion.

The people in your network carry the actual proof of your impact, including the specific strengths you take for granted because they come naturally to you.

In a saturated market where AI generates smooth, generic positioning for everyone, internal assumptions sound identical. Talking to your network extracts human proof and real stories.

It also shifts positioning from an internal struggle to an external conversation. Instead of guessing what makes you distinct, you let the market reflect your actual advantage back to you.

During this process, we host 6-8 conversations with people in your network (clients, partners, colleagues, etc.) to help package what people say. It's an invaluable step of the process and provides us with clear strategic direction, testimonials, and building anticipation for your launch.

Your Social Proof  
=  
Your Brand

# What is brand scaffolding?



What you do and how you do it cascades from your name all the way to each offering in your portfolio.

The same strategic rigor that de-risks massive corporate investments is the exact same method built into the brand scaffolding system. Think “[strategic choice cascade](#) meets creative design decisions.”

Crafting this helps everything fall neatly into place.



Your Name/ industry:

HumanGrowthHappiness / Sales Enablement

Your Tagline:

Train like an athlete. Sell like a pro.

Your Method/mission:

Everyone has the capacity to grow and athletes know that better than anyone. We all need cycles to learn, practice and reflect so that we're ready when it's time to perform. Successful athletes don't just show up, your salespeople shouldn't be expected to either.

Your Bio:

Marie is the performance partner for sales organizations bridging the gap between strategy and day-to-day realities. Transforming programs to 41% YOY Growth. From being the shyest teenager to an expert sales person. Marie has proven that building out short intense cycles has exponential impact on your sales objectives.

The Need:

*"Something isn't working. My team isn't hitting our targets."*

*"We're scaling and our system is breaking."*

*"We need to gain momentum."*

Your hook/ portfolio:

Sales Enablement: Fix the system

Paid Speaking: Inspire the people

Your Services:

Audit & Advisory

Program Design  
& Delivery

Training

Speaking

Teaching

Your Offerings:

Sales performance diagnosis to identify root causes and improvement opportunities

Building or redesigning sales enablement and onboarding programs

Training and enablement programs to upgrade sales reps on key selling skills

High impact operating sessions for sales kick-offs, leadership events, and team meetings that challenge how sales teams think, work mindset.

# Process

| Date            | Milestone                                                                                                                                                                                                               | Homework                                                                                                                                                                                                                                                                                                                                 |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TBD<br>Week 1   | We get oriented to your business, the work you do, your vision and how the work gets done. We learn as much as we can in this period.                                                                                   | <ul style="list-style-type: none"> <li>• Share any original assets that you are using for your business. (6-10 items)</li> <li>• Participate in a 1hr kick-off brainstorm where we discuss your vision for your brand.</li> <li>• Book 6-8 calls with past, current and potential collaborators and clients for week 2 and 3.</li> </ul> |
| TBD<br>Week 2   | We start to triangulate on where your brand can be differentiated and what type of sophistication you feel is best. We discuss options and paths forward while reviewing what we've learned from peer interviews.       | <ul style="list-style-type: none"> <li>• Make time for a 30 minute progress check-in.</li> <li>• Finish booking any calls with past, current and potential collaborators.</li> <li>• Make time for a 60 minute interview debrief and preliminary direction review.</li> </ul>                                                            |
| TBD<br>Week 2-3 | We bring the brand direction to life in draft formats across all assets in order for you to review and refine the final direction. We can bring in more peer interviews if you'd like market research done on the plan. | <ul style="list-style-type: none"> <li>• Make time for a 30 minute progress check-in.</li> <li>• Virtual photo session if we're updating your headshot.</li> <li>• Provide revisions, comments and approvals.</li> </ul>                                                                                                                 |
| TBD<br>Week 3   | We transfer all assets and access to you through gDrive and provide you any additional guidance in order to start using your new brand immediately.                                                                     | <ul style="list-style-type: none"> <li>• Final review of all assets.</li> <li>• Hand-off meeting with links and feedback.</li> </ul>                                                                                                                                                                                                     |

# Outcomes

\$12,500 + tax

3 weeks

5 hours of your time

~10 deliverables

An all-in one GTM strategy service:

- ☐ Market Research & Strategy
- ☐ Brand Scaffolding
- ☐ Positioning & Offerings
- ☐ Creative & Art Direction
- ☐ Visual Design
- ☐ Copywriting
- ☐ GTM Guidance

## Example Deliverables:

### GTM Assets:

- ☐ Insights from 6-8 peer interviews
- ☐ Brand Scaffolding
- ☐ Offerings and positioning articulated
- ☐ Testimonials Collected
- ☐ Branded master PPT
- ☐ 2 offering 1-pagers
- ☐ Service Catalogue Template
- ☐ Logo

### Speaking Assets:

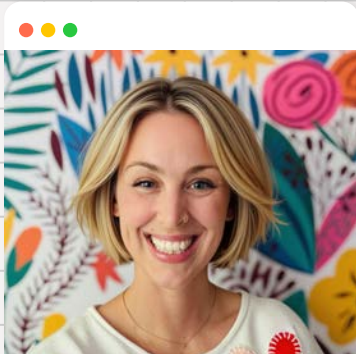
- ☐ 3 Topics with overview
- ☐ Media Kit for Speaking
- ☐ Speakers Reel Edited

### Linkedin:

- ☐ Bio
- ☐ Banner
- ☐ Headshot
- ☐ Headline
- ☐ 2 posts with content guidance for future posts

### Website:

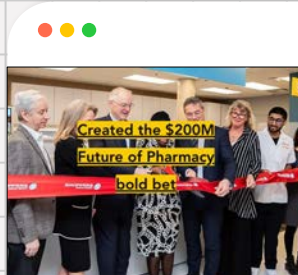
- ☐ Website (copywriting and art direction)
- ☐ Refresh 4 case studies, 2 per offering (following 1 template)
- ☐ Imagery
- ☐ Organized white paper or published articles
- ☐ Documented videos and podcast appearances



My GTM.

The world needs creative thinkers and doers. I'm here to open more doors.

Traits: Direct, honest, warm, knowledgeable, hopeful



When leaders need to take a strategic leap, they call Andrea Guertin.

As a former agency CEO and the founder of Wemaygo, she has sat in the executive chair and navigated the exact positioning and growth pivots her clients face. She helps transitioning executives and founder-led organizations claim their authority through a step most skip: engaging the network that knows their true impact.

Having guided multi-hundred-million-dollar transformations and shaped new offerings for powerhouses like Deloitte, Kyndryl, Gensler, and Bridgeable, Andrea turns your vision and real stories into institutional authority.

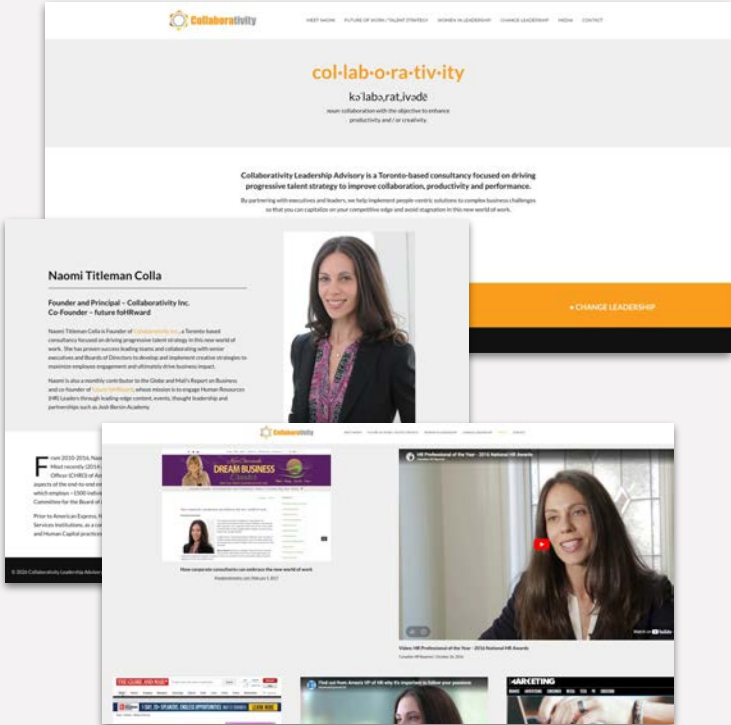
She positions leaders for the boardrooms, public stages, and high-value opportunities they deserve.

Wemaygo further, together.

[andrea@wemaygotogether.com](mailto:andrea@wemaygotogether.com)

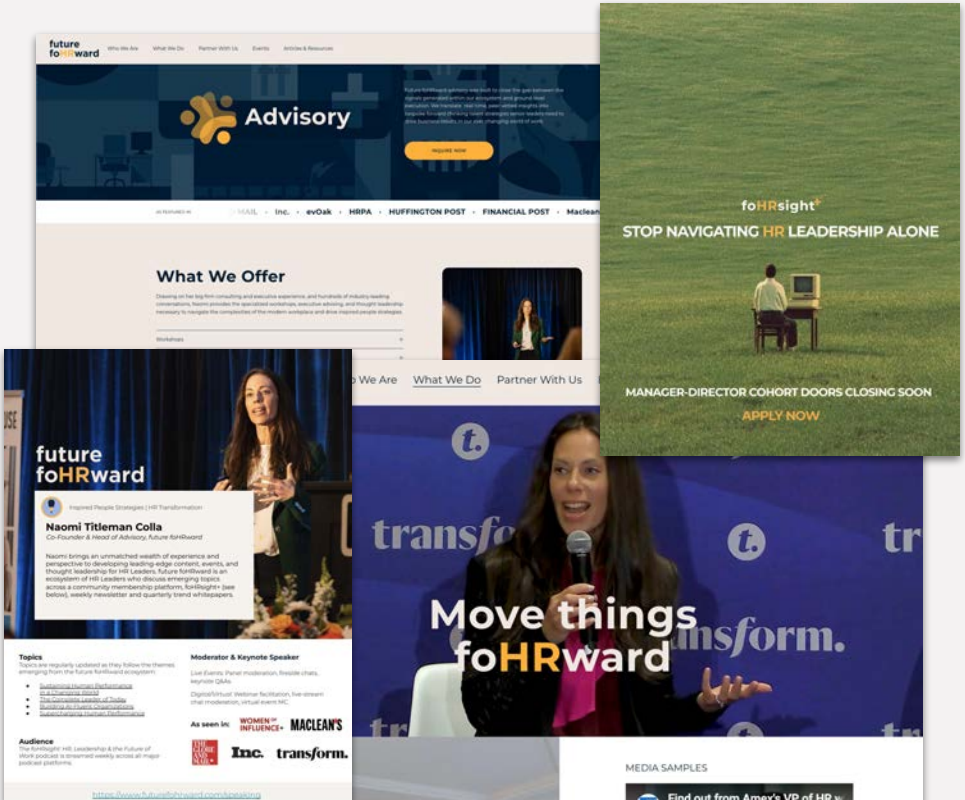
Before

A dated repository of articles and accomplishments that read like a digital resume.



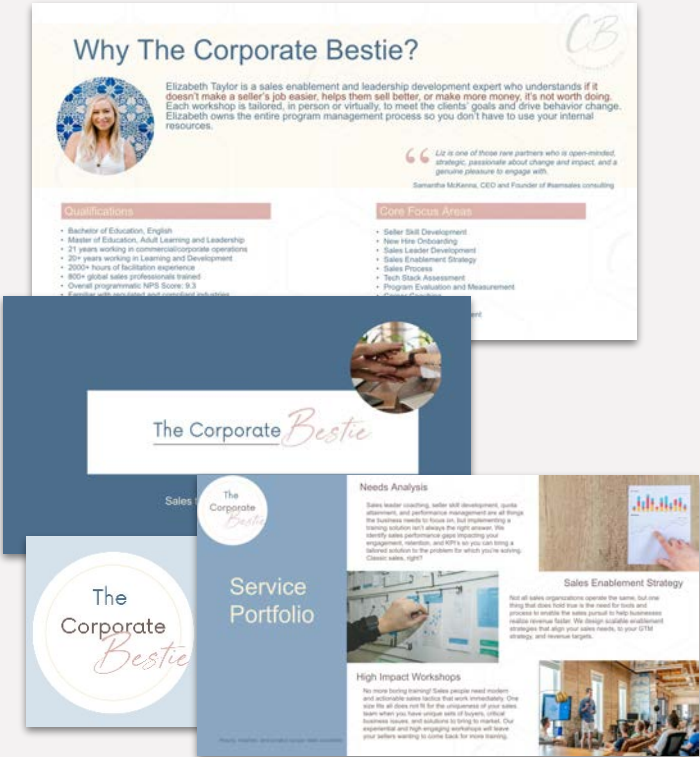
After

A high-end ecosystem of offerings for an HR executive audience.



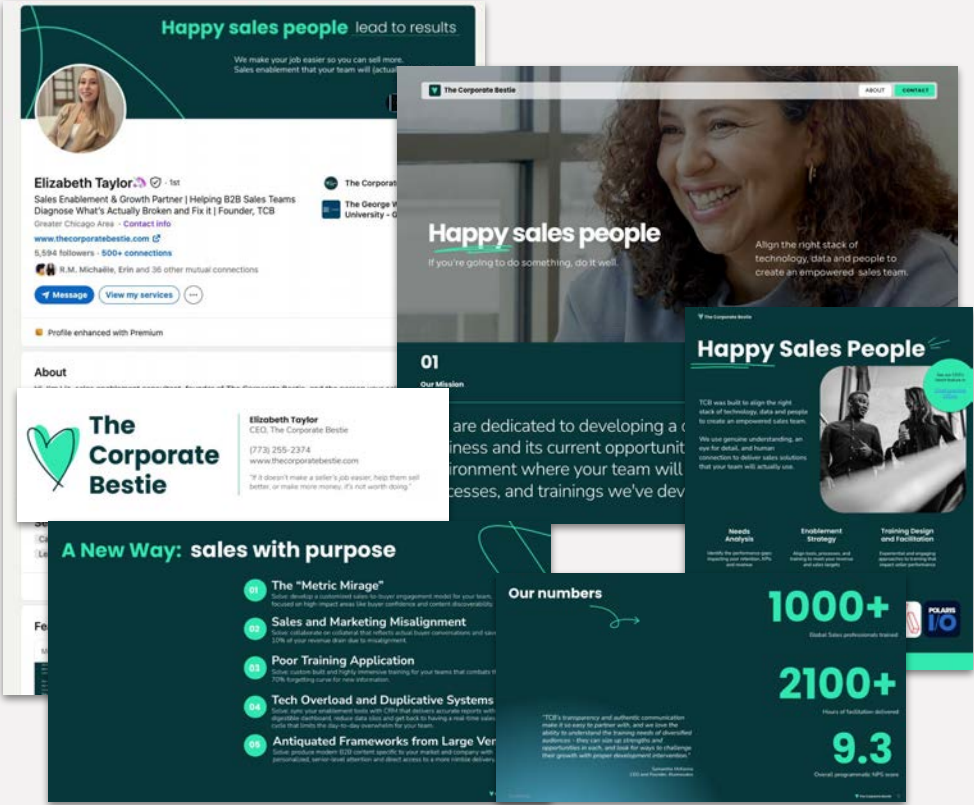
Before

A collection of assets supporting a founder's ambition.



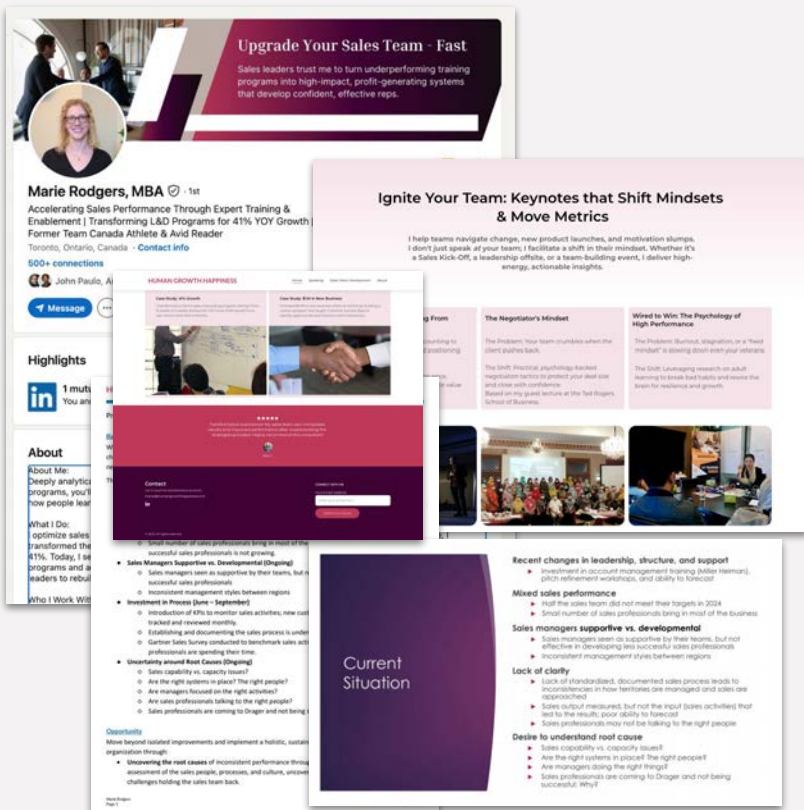
After

A corporate-ready brand that can scale.



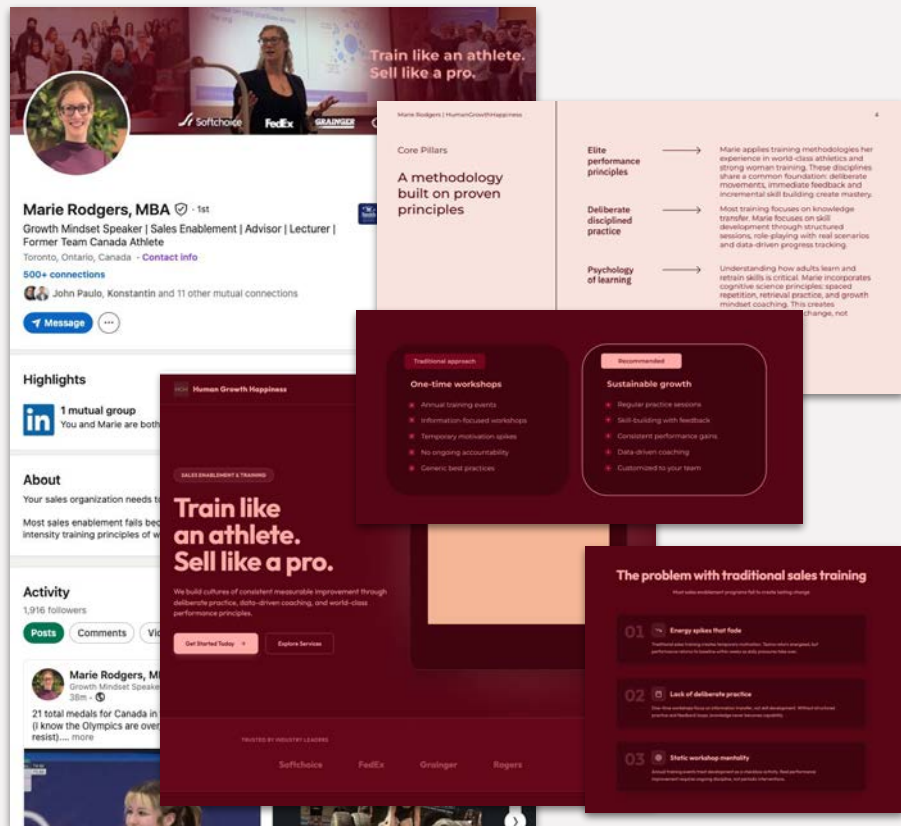
## Before

A collection of assets supporting a founder's ambition.



## After

A cohesive brand footprint with a refined voice that connects.



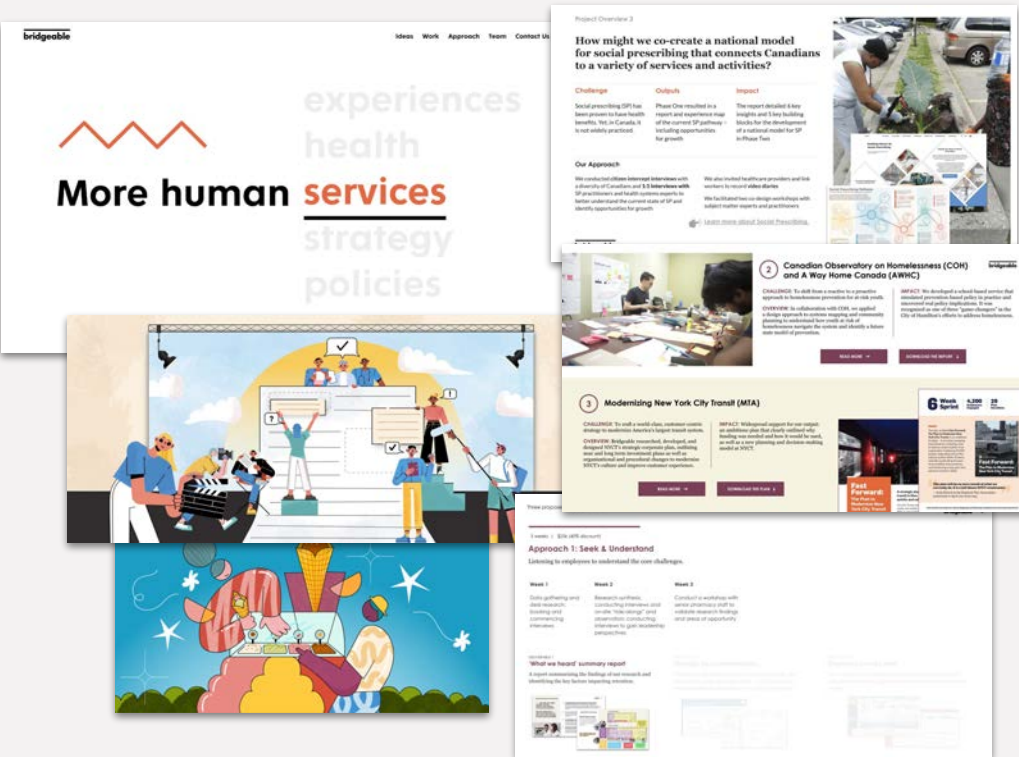
Before

A mismatched visual identity driven by siloed departments with heavy overtones of craft and not outcomes.



After

Simplified brand messaging that spoke to the brand's origins and positioned it for corporate audiences. Visual assets that had a cohesive spirit and relied on metaphor to explain complex system topics.



Before

A dated corporate-trying-to-be-fun accelerator identity.

What's your team's challenge?



Spark new ideas



Align teams



Strengthen relationships



Transform the business

**BREAKTHROUGH**

THREE ROLES ARE NEEDED FOR

**Client**  
BUSINESS / CHALLENGE EXPERTISE  
(1 sponsor, 2-3 additional team members)

- Define the desired objectives and outcomes of the Greenhouse experience
- Articulate the challenge and review the design
- Support preparation for experience including design reviews and interview (as needed)
- Ensure the right attendees participate in the session

**Account/Engagement Team**  
SUBJECT/SECTION/CLIENT EXPERTISE  
(1 PPMD sponsor, 2-3 team members)

- Scope the opportunity and engage the client(s)
- Review the design
- Serve as experts of the content: gather or generate the relevant experience
- Client(s), and 3rd party participants / ecosystem partners (internal or external)
- Recruit and coordinate participants, expert informants
- Liaise with the client and partner with the On team throughout the process, managing client communications and logistics
- Deliver a final report, which will consist of an executive summary, a list of the main insights from the design

**Greenhouse Team**  
DESIGN / ENGAGEMENT EXPERTISE  
(Lead supported by 1-2 team members)

- Design the experience in close collaboration with the Account Team and client(s)
- Plan the project and handle ground logistics on the day of the experience
- Catch throughout the content development process and production of final materials
- Lead facilitation and delivery on day of the experience
- Deliver all session outputs in a sharefile to support the account team's creation of the final report, including thank you note to attendees.



After

An approachable, sleek, and simple way for clients to access design thinking within a corporate setting.

**Deloitte. Deloitte Greenhouse**

Clarify the core objective(s).

**Understanding and identifying the modules for your session by defining your core objectives.**

We only have so much time available during the session. By choosing which objectives to address we'll dedicate different percentages of time to the available content.

Sessions have a mix of these elements. We need your guidance on how to scale the lab.

**Focus on 2-3.**

**Educate:**  
Build a better understanding of the possibilities.

**Persuade:**  
Convince your teams that action needs to be now!

**Challenge the status quo:**  
Understand how your team defines opportunity.

**Explore:**  
Create an environment for deep ideation.

**Align & Collaborate:**  
Build a stronger team to face disruption together.

**Deloitte Greenhouse**

**What stage of the innovation journey is your organization targeting?**

All Greenhouse labs are customized based on your business challenge. The following labs are designed to target different stages of your teams innovation maturity and are illustrative:

**Early Stages**  
Approaching a Problem  
Design Thinking  
Defining  
Disruptive  
Disruptive

**Practical Role**  
Exploration of  
Strategic  
Development  
Fast Track

**Deep Application**  
Prototype experience  
Exposure  
Market G

**THIS IS HOW WE DO BUSINESS.**