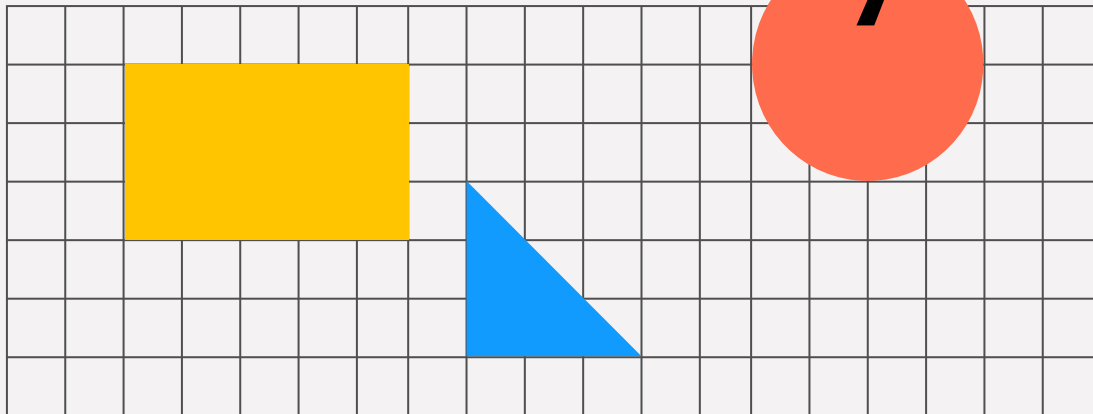




Wemaygo to market:

How you position yourself is everything



How do people speak about you?



The way you thought you'd talk about your offerings and business is different than what people are buying.

You built a diverse career, you're great at what you do. You stepped out on your own and have found clients within your network of peers and colleagues over the last couple of years.

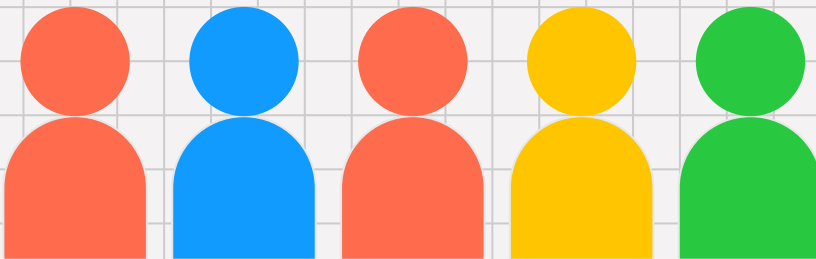
It's time to take those successes and refine your positioning and brand so that people who've never heard of you say yes.

At Wemaygo, we take 3 weeks and immerse ourselves in your world. We talk with 4-8 people in your network: peers, mentors, clients, collaborators. We learn how they talk well about you.

We package that into a gift.

Why you matter to others, how you should talk about it so that it lands with a new audience, and the visual polish you can hang your credentials on.

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 speaking sessions for sales kick-offs, leadership events, and team meetings that challenge how sales teams think, work and lead.

Process

Date	Milestone	Homework
TBD 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.	• Share any original assets that you are using for your business. (6-10 items) • Participate in a 1hr kick-off brainstorm where we discuss your vision for your brand. • Book 6-8 calls with past, current and potential collaborators and clients for week 2 and 3.
TBD 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.	• Make time for a 30 minute progress check-in. • Finish booking any calls with past, current and potential collaborators. • Make time for a 60 minute interview debrief and preliminary direction review.
TBD 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.	• Make time for a 30 minute progress check-in. • Virtual photo session if we're updating your headshot. • Provide revisions, comments and approvals.
TBD 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.	• Final review of all assets. • Hand-off meeting with links and feedback.

Outcomes

\$11,500 (inclusive of 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

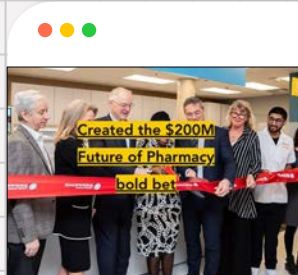


Andrea Guertin

My GTM.

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

Traits: Direct, honest, warm, knowledgeable, hopeful, fun



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.

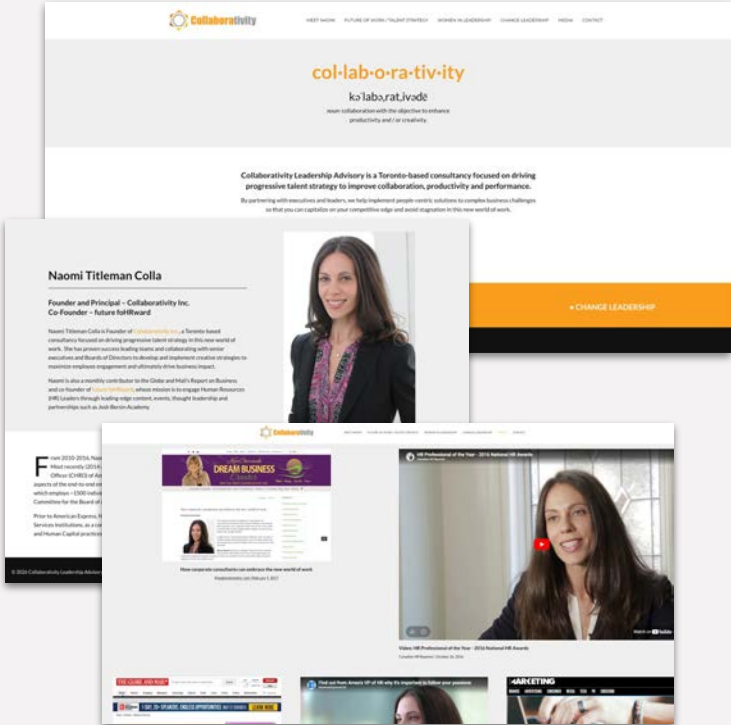
She positions leaders for the boardrooms, public stages, and high-value opportunities they deserve.

Wemaygo further, together.

andrea@wemaygotogether.com

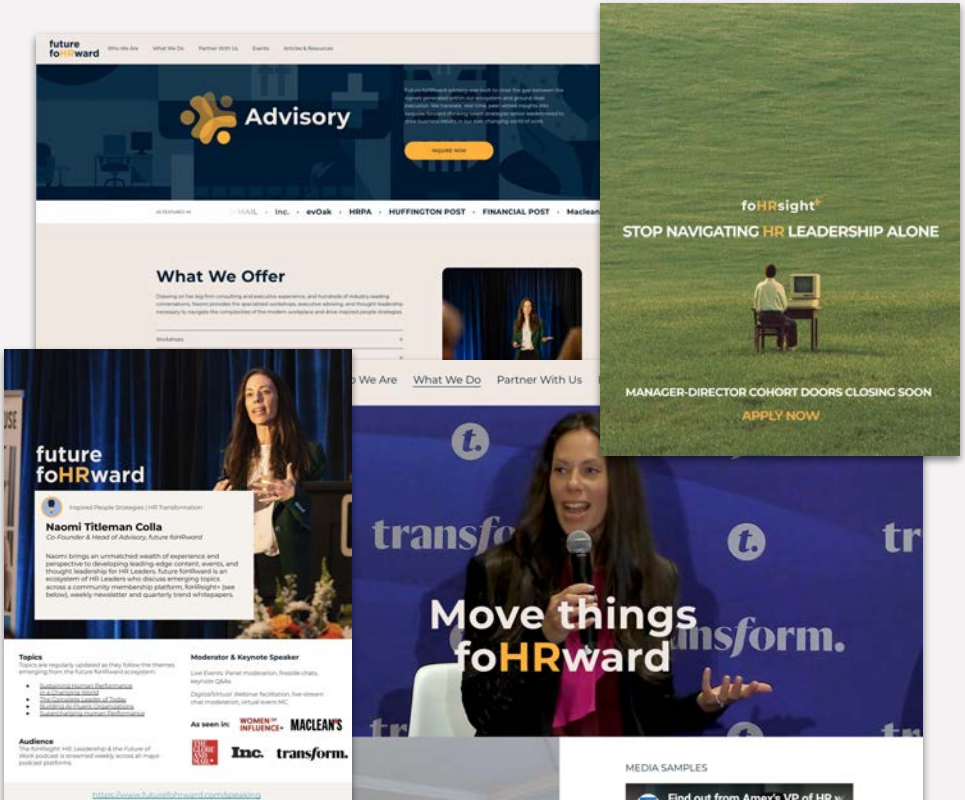
Before

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



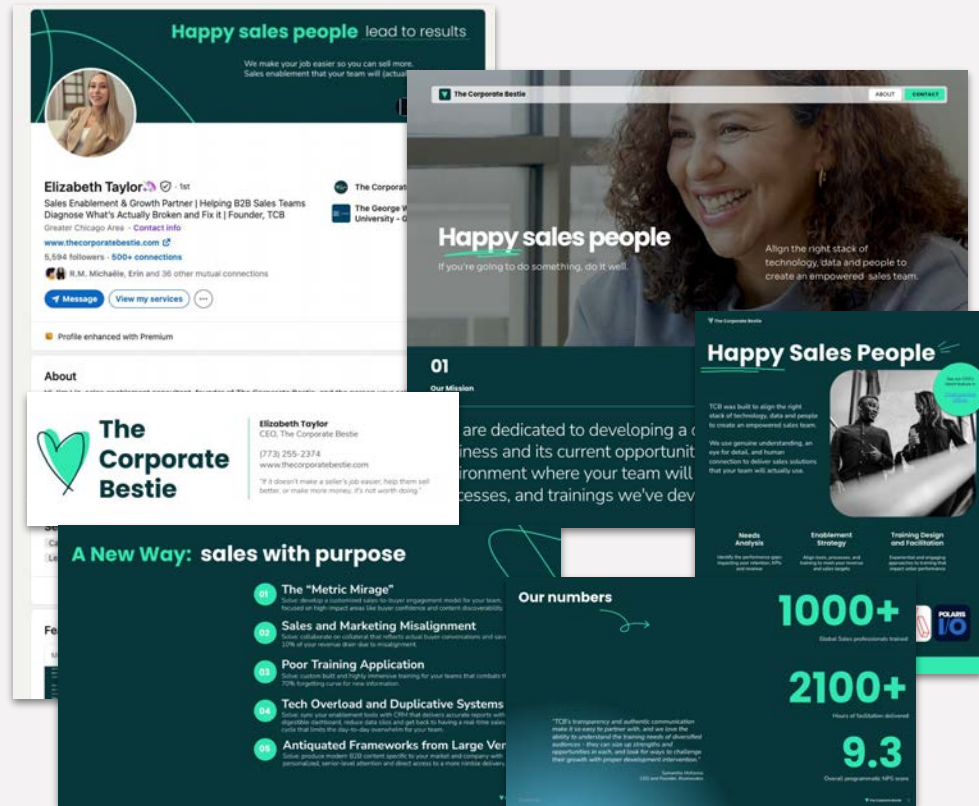
After

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



After

A corporate-ready brand that can scale.



Before

A collection of assets supporting a founder's ambition.

The collage shows a collection of assets for Marie Rodgers, MBA. It includes a LinkedIn profile with a bio mentioning her experience in sales training and her role as a former team Canada athlete. There are several presentation slides, one titled 'Upgrade Your Sales Team - Fast' and another 'Ignite Your Team: Keynotes that Shift Mindsets & Move Metrics'. A document titled 'Current Situation' lists various challenges in sales performance. A social media post from Marie Rodgers mentions her role as a growth mindset speaker and her experience in sales training. The assets are scattered and lack a cohesive brand identity.

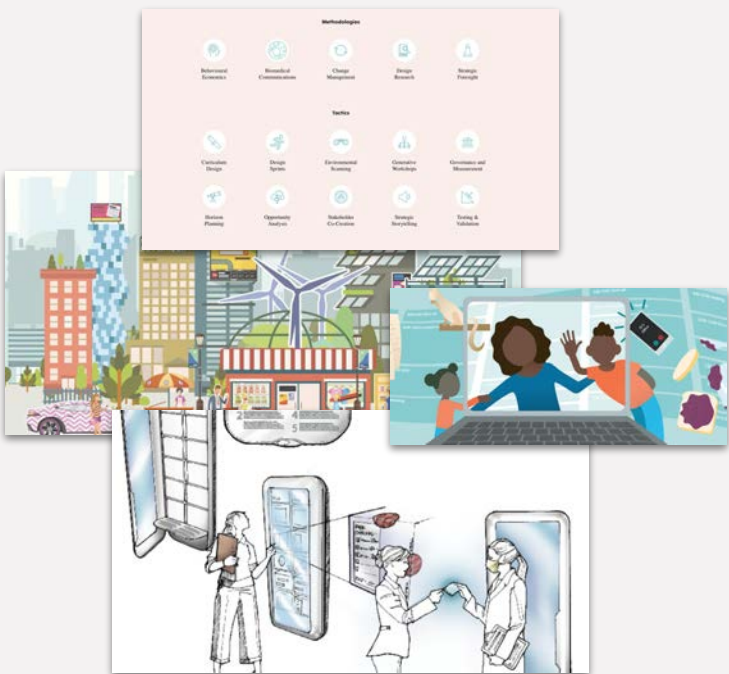
After

A cohesive brand footprint with a refined voice that connects.

The collage shows a collection of assets for Marie Rodgers, MBA, with a cohesive brand identity. It includes a LinkedIn profile with a bio mentioning her experience in sales training and her role as a former team Canada athlete. There are several presentation slides, one titled 'Train like an athlete. Sell like a pro.' and another 'Ignite Your Team: Keynotes that Shift Mindsets & Move Metrics'. A document titled 'Current Situation' lists various challenges in sales performance. A social media post from Marie Rodgers mentions her role as a growth mindset speaker and her experience in sales training. The assets are arranged in a more organized and cohesive manner, reflecting a refined brand identity.

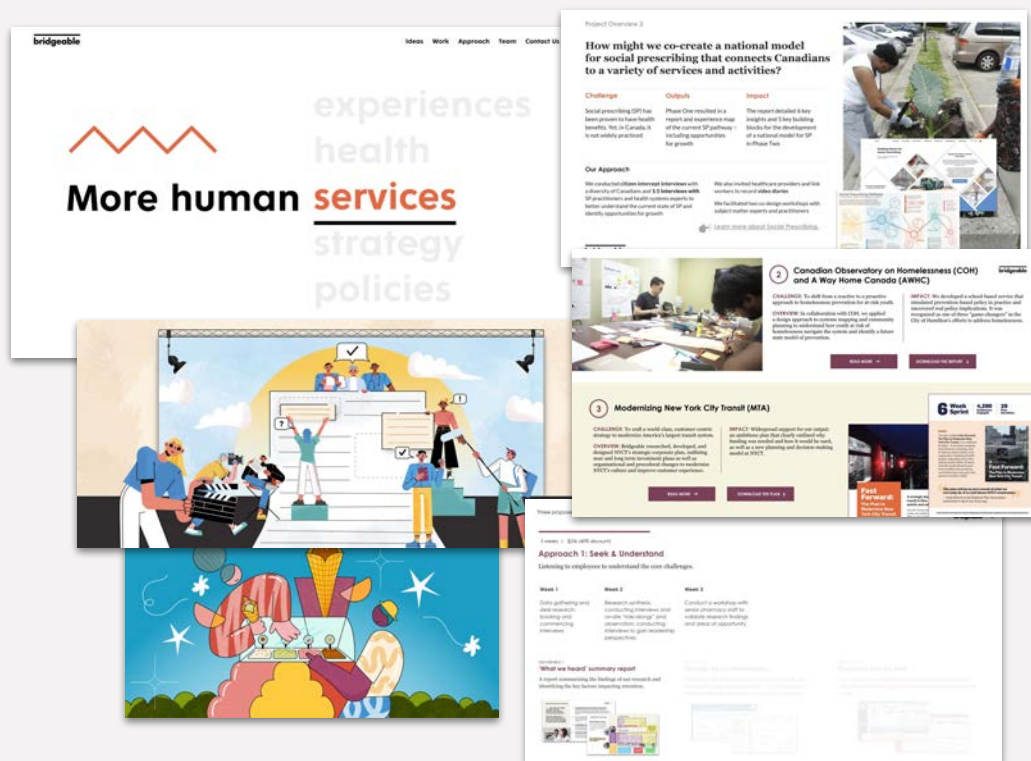
Before

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.



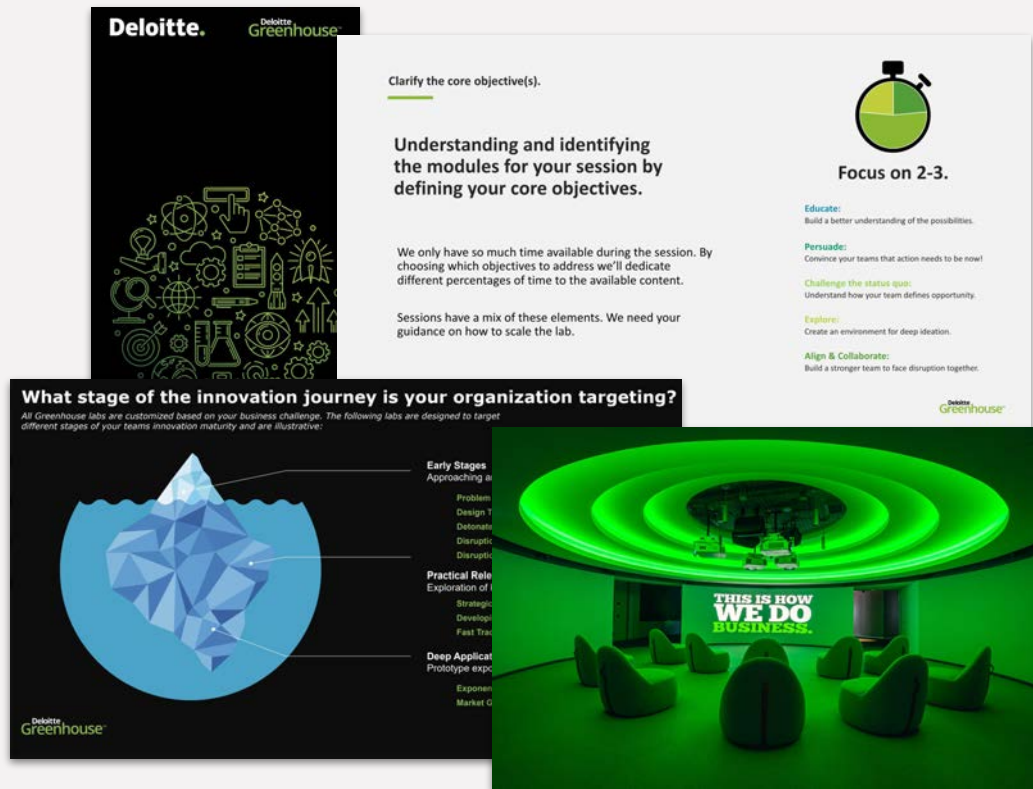
Before

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



After

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



Want to hear more about my background and ethos?



“YOU KNOW, I’M REALLY GREAT AT THIS”...

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, offerings sound identical. Talking to your network extracts human proof and real stories.

I know how you feel. I’ve been the “innovation” person in countless multinational companies. You’re the one that fixes things, breaks new ground, and stays until the task is complete. You’re excellent at what you do. Let me help you craft that narrative.

Andrea Guertin

Founder, President
Wemaygo