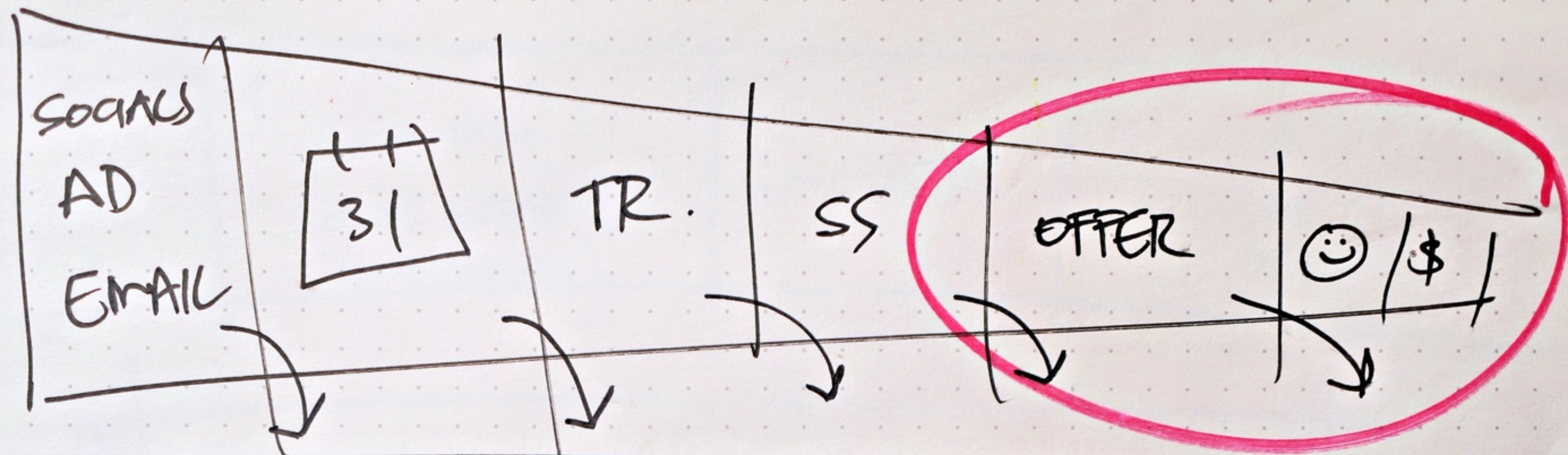


OLD WAY

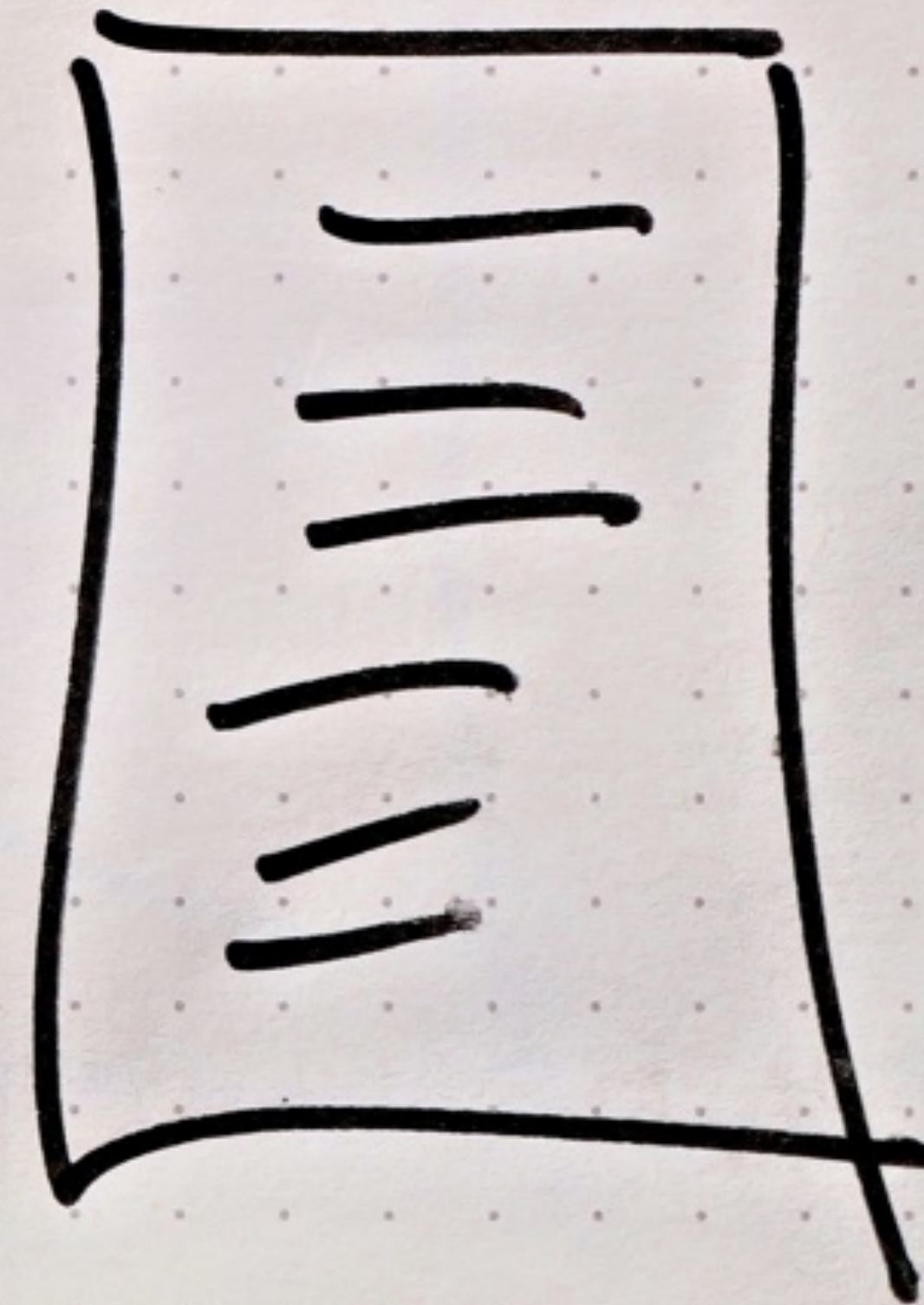
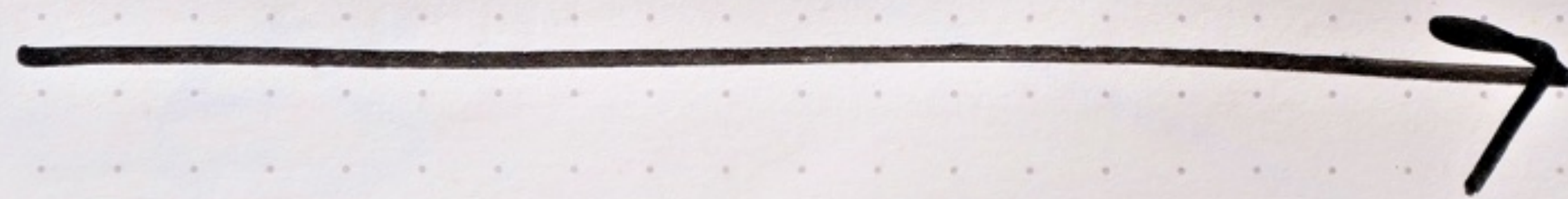
NEW WAY

MARKET	INFO ASYMMETRY.	TRUST UPSTREAM
BUYERS	HIGH TICKETS VIRGINS.	HIGH AGENCY BUYERS
YOU	SIMPLE (BUT SUCKY)	EASY & SCALABLE.
BUSINESS	CONVERSION RATE.	THRUPUT

OLD



NEW



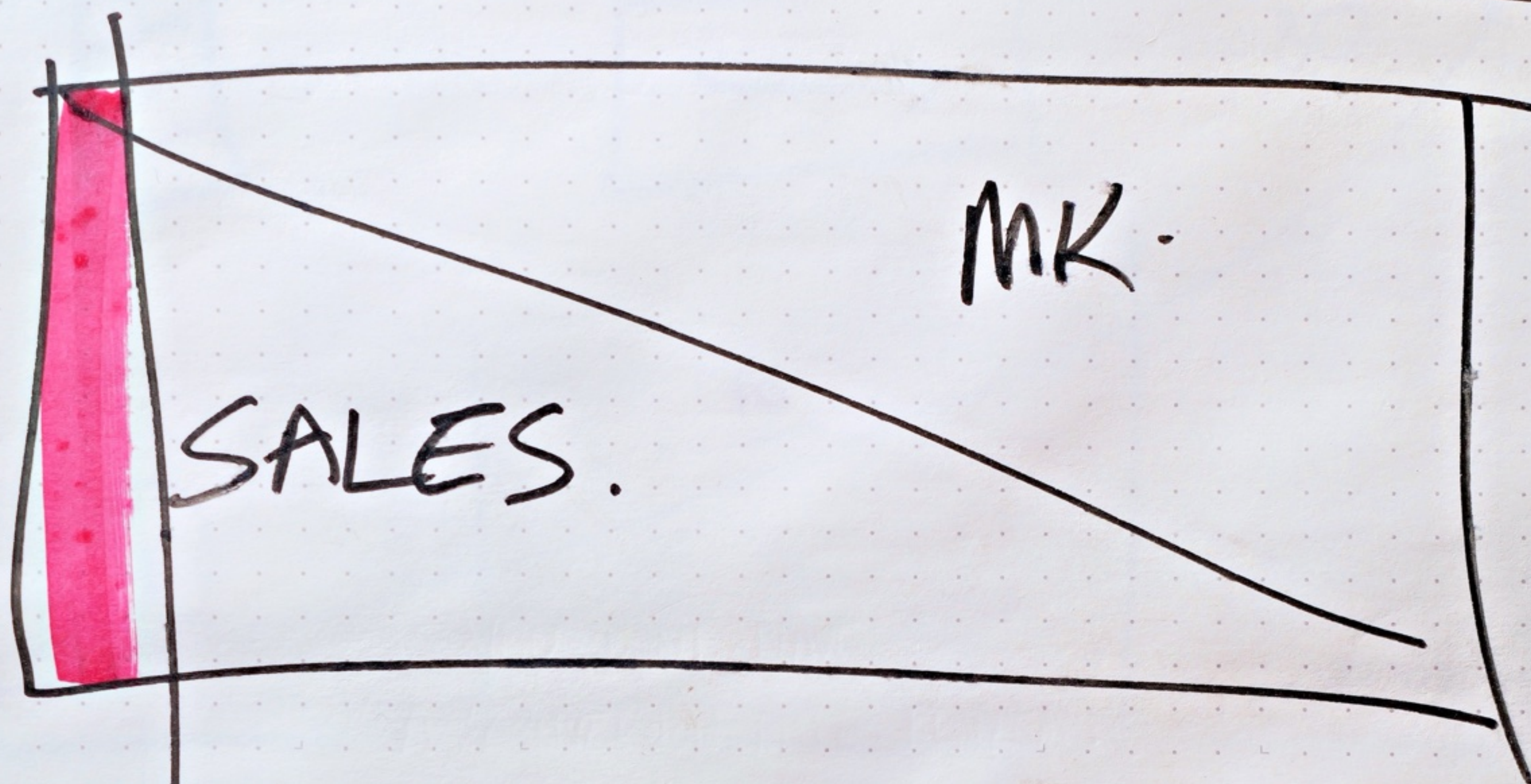
YOU DON'T HAVE
A 'CONVERSION RATE' PROBLEM.
YOU HAVE A 'NOT ENOUGH PEOPLE EVEN
SEE YOUR OFFER' PROBLEM.

I. 92
9\$

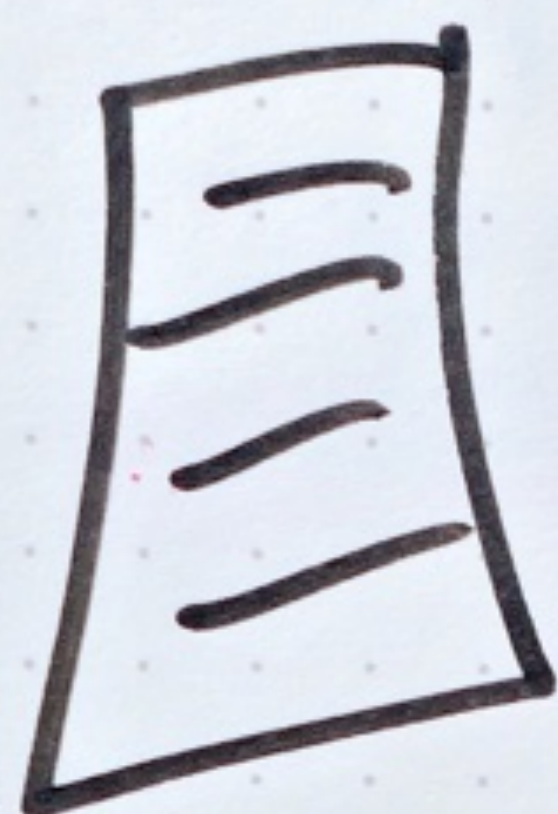
H Good mk
SALES EASY
(unnecessary)

I
3 MONTHS.

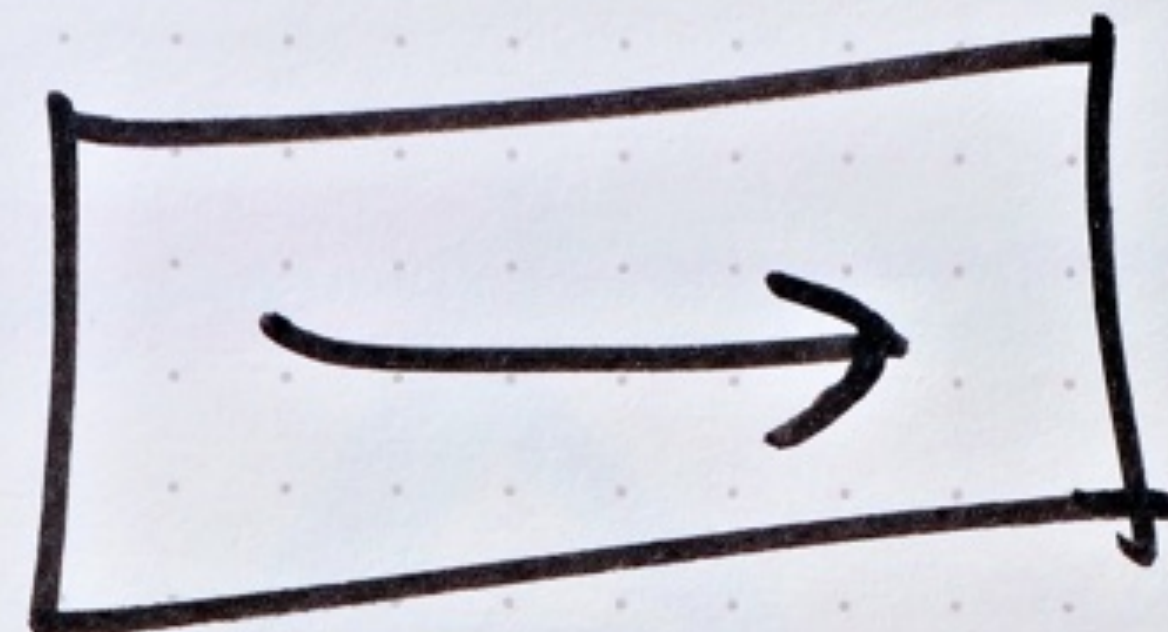
R
R
H
T.



①
DOC



DEADLINE.



DEMAND.



30

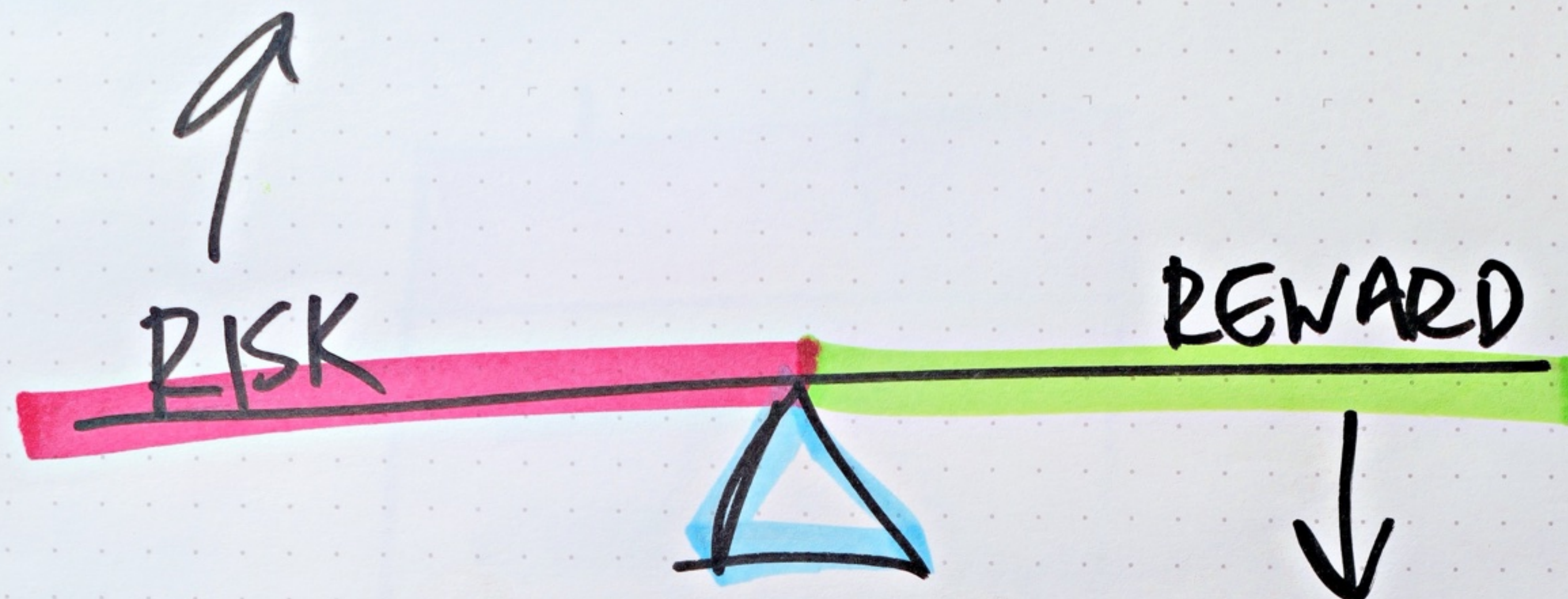
10

①

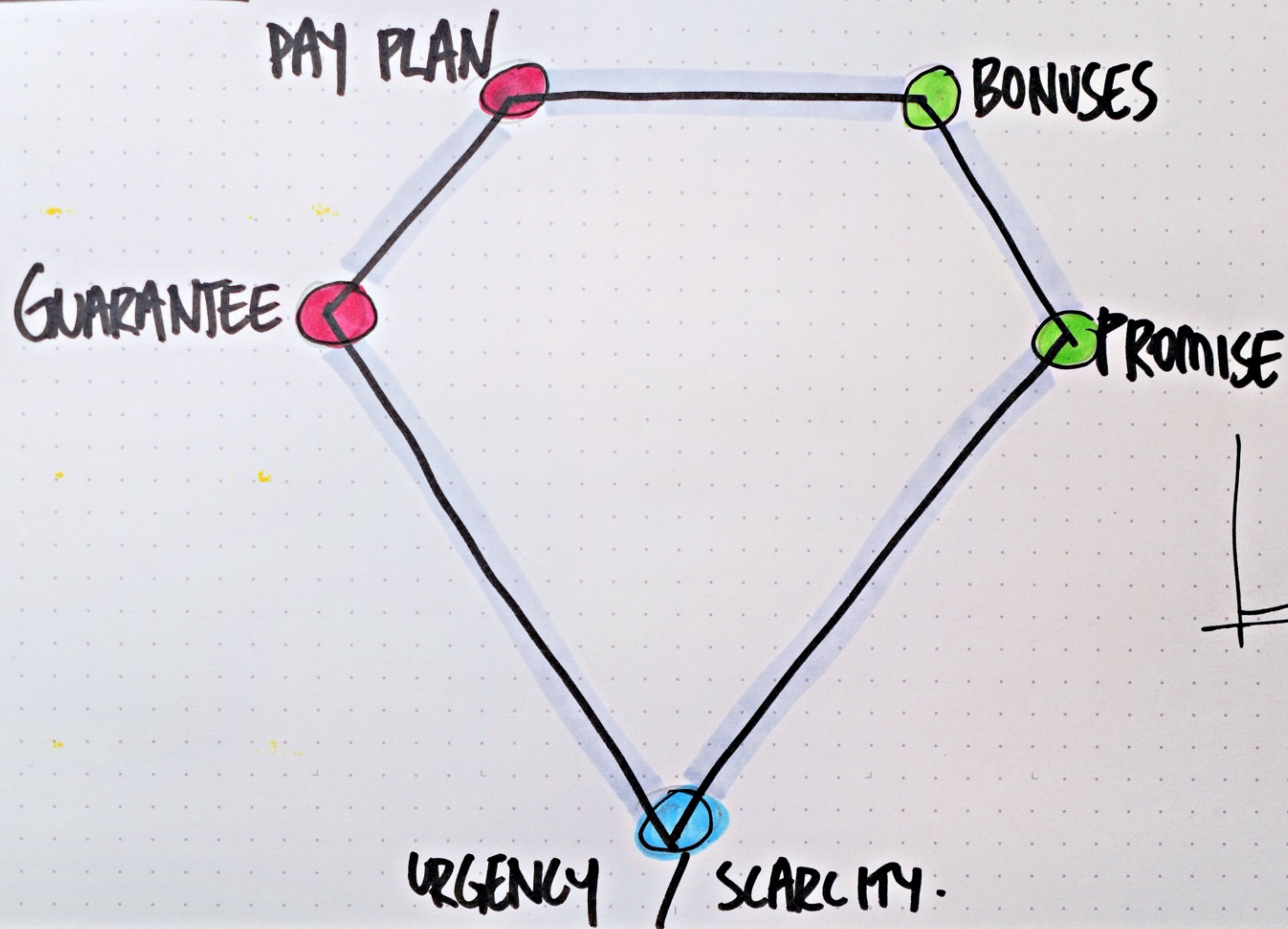
Relaxed.

HAPPY.

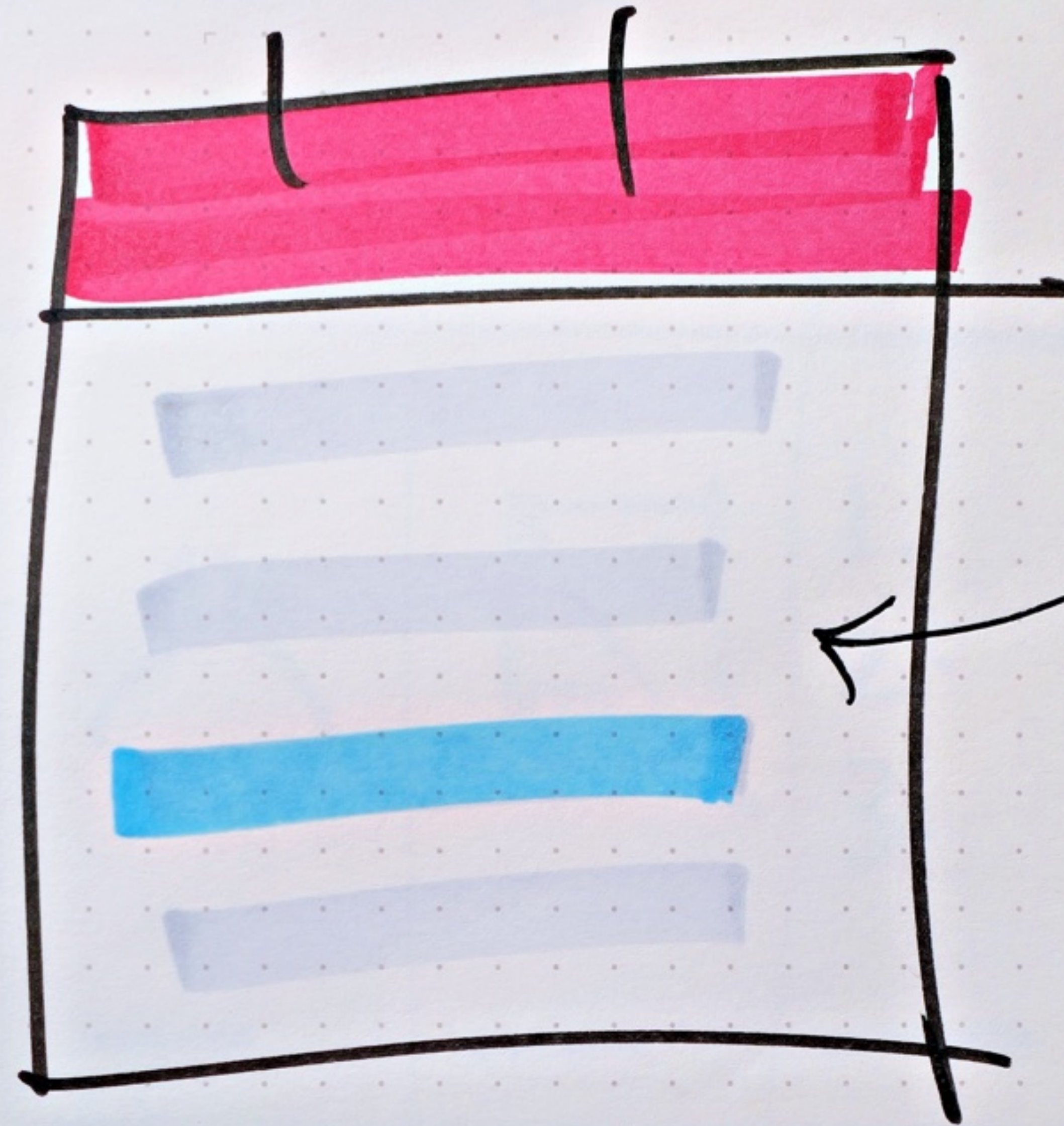
THRILLED



THE OFFER DIAMOND

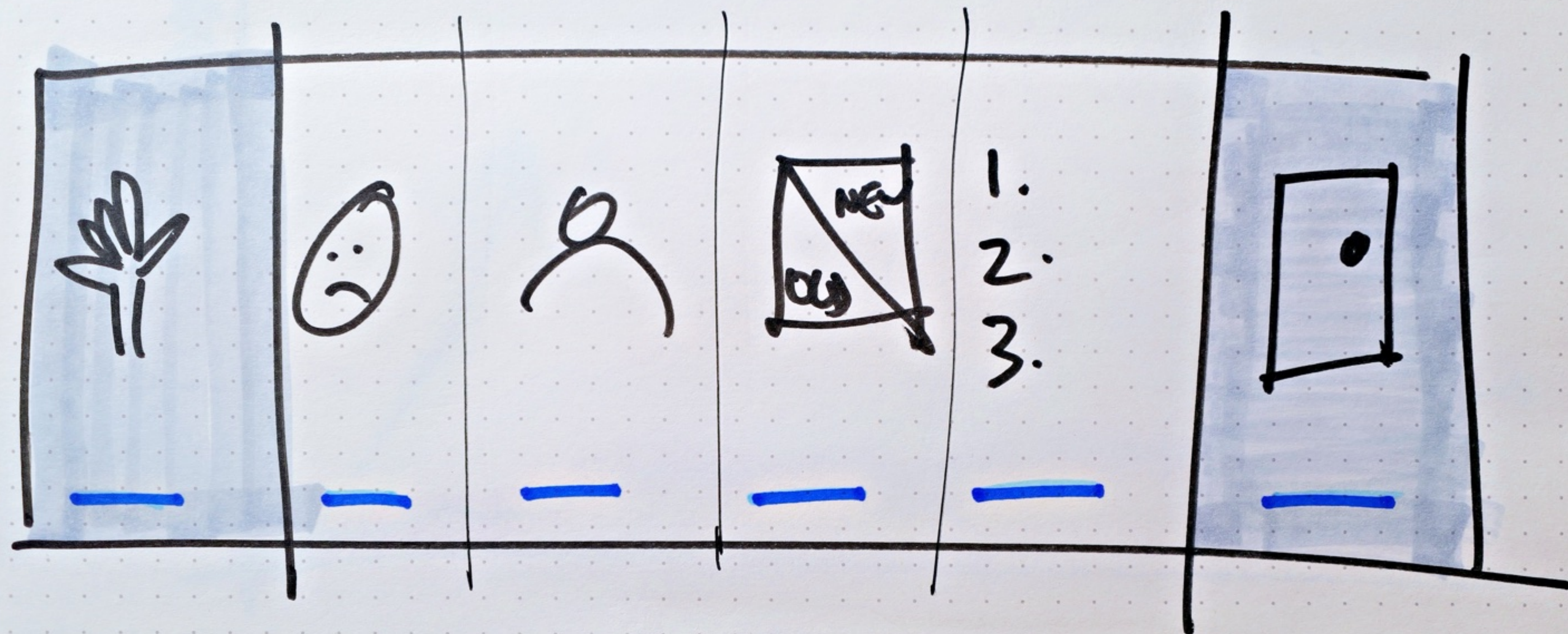


DEADLINE



EVERY WEEK
SHOULD HAVE
A JOB.

THE SOLD OUT SEQUENCE™

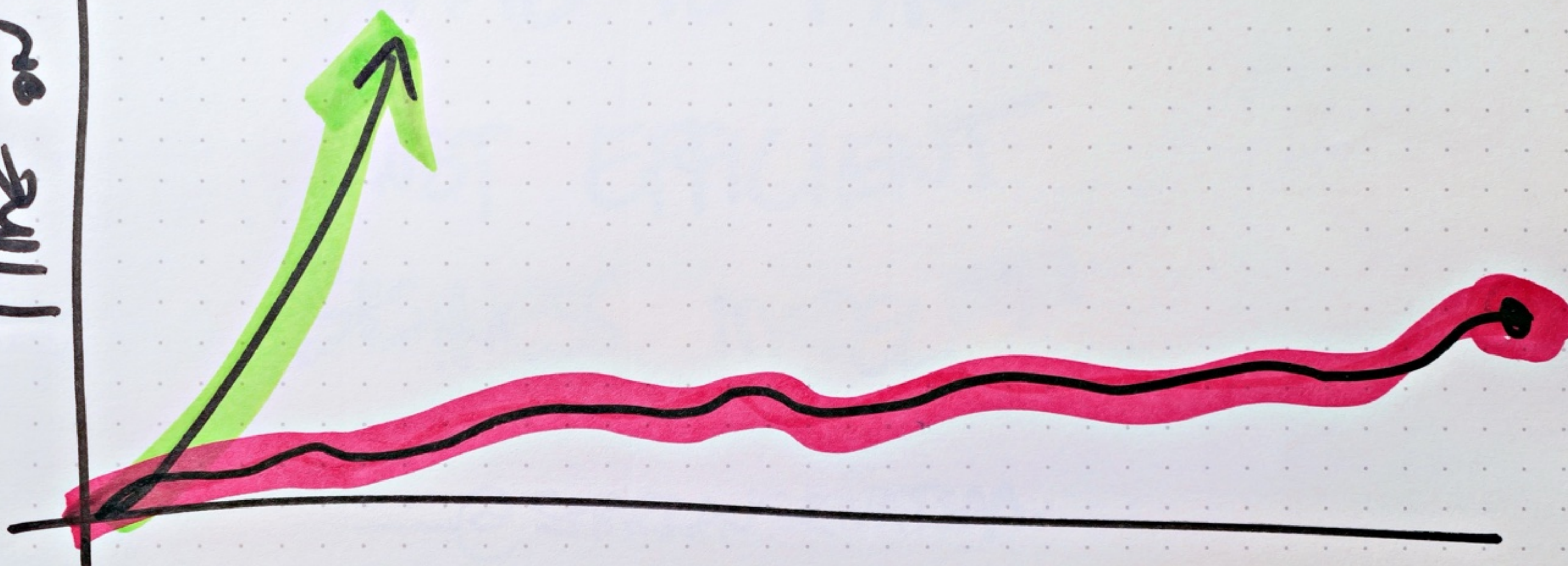


DEMAND

BRANDWIDTH^π

TIME ON BRAND

TIME ON LIST



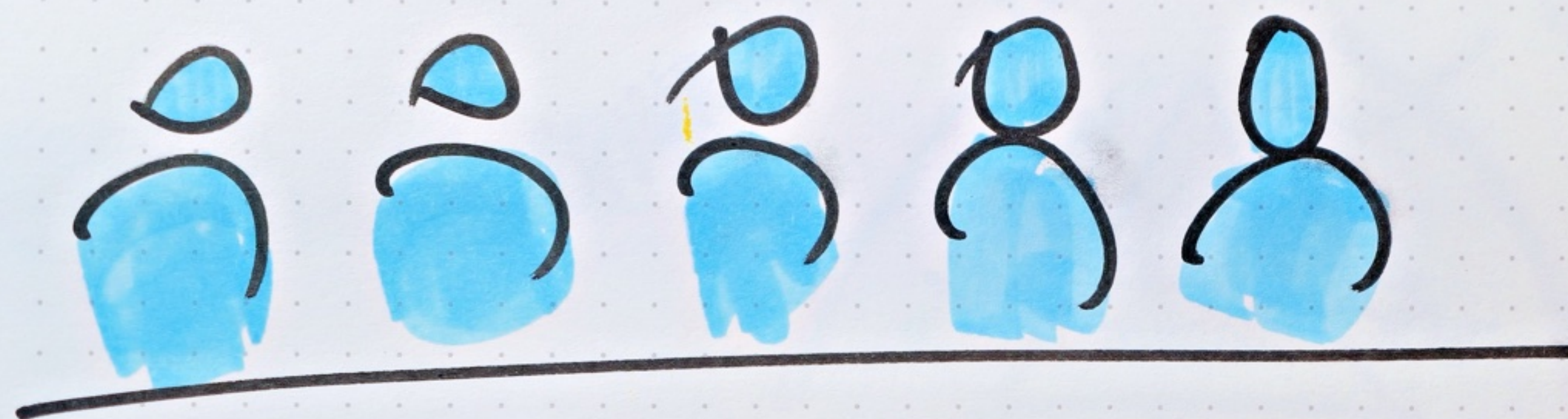
"FAME IS THE
MOST EFFICIENT
BUSINESS MODEL"

— @SHARRAN SRIVATSAA.

CONTENT STRATEGY BY STAGE

<u>VELOCITY</u>	OMNIPRESENT TEAM · TECH · SYSTEMS.
\$2m/yr	
<u>VALUE</u>	LESS, BUT BETTER. + 1x LP
\$30k/m	
<u>VOLUME</u>	VOICE · MARKET · MARKETING. 1x SF PLATFORM + EMAIL.

LOOK UPSTREAM:



"DEMAND OVER DOG"

