



CONSULTING SERVICES

Marketing. Business. Growth.

Dominate your Market Faster.

PETERSON TEIXEIRA
International Consulting & Coaching
www.petersonteixeira.com

You are insecure and you need help to do things professionally.

Or maybe you want to optimize certain areas of your company or maybe you are just a bit curious about how my consulting program really works. That's why you are here reading this resource.

Welcome, friend.

Since I praise honesty and transparency regarding business, I'll answer on the next lines most of your critical questions so you can understand how this works and what are you about to buy because I don't want you to waste your time.

HOW DOES YOUR CONSULTING WORK?

The Guidelines are below if you want to skip something (but use the SEARCH functionality):

GUIDELINE: The Consulting Blueprint

GUIDELINE: The Consulting Service Process

GUIDELINE: The Consulting Service Structure

GUIDELINE: The Decision: Do I REALLY Need You?!

GUIDELINE: The Investment/Pricing

Here's how it works.

GUIDELINE #1:

THE CONSULTING BLUEPRINT

Currently, PETERSON TEIXEIRA's Company is focusing on helping businesses in these areas below:

- **BUSINESS STRATEGY** — What's the next right step to take in your business? What are you doing wrong? Where makes more sense to invest all your workforce and resources? How do you build a growth-oriented company using all technology we have today? These questions and many others are what I answer. The goal is to deliver a Powerful Business Strategy.
- **BUSINESS MARKETING STRATEGY** — There are 3 areas this marketing consulting focuses: Copywriting, Content Marketing Strategy and Complete Marketing Strategy. The marketing consulting can also expand to offline marketing to integrate other marketing channels if necessary, because Marketing is always the same, only the tools/channels are different.

GUIDELINE #2:

THE CONSULTING SERVICE PROCESS

Every company needs to go through the same process so the best business strategy can be built, which will get you the results you want. Because otherwise, I deny the customer's project for his own sake. PETERSON TEIXEIRA's Company values high-quality work above everything and in order for that to be delivered, this is the process you'll go through:

- **THE QUESTIONNAIRE/INTERVIEW** — You'll be asked a certain amount of simple and direct questions regarding your business so the best business strategy can be properly built for you. The questionnaire changes because the global market is changing at a very fast pace due to technology, creating the necessity of additional questions that will give all the necessary information for delivering the best upgrade possible for your business.
- **THE MARKET ANALYSIS** — Market Analysis is conducted by merging EXPERTISE with CUSTOMER'S ANSWERS where the goal is to understand and deconstruct how the customer's market works and what points are explorable to achieve real, maximum growth.
- **THE COMPETITORS ANALYSIS** — Competitor Analysis is made to deconstruct what the champions in your business are currently doing, find their weak spots and their strong points. The goal is to validate business strategies, market shares and other important points regarding competitors to make sure everything opportunity is being considered.
- **THE CUSTOMER ANALYSIS** — Customer Analysis is made to deconstruct the target audience of a business and discover all buying personas and how they all behave in the market. The goal is having more precision about how customers interact with the business' niche for building the best business strategy possible.
- **THE PROJECT EXECUTION** — Project Execution has 3 different packages available:
(1) Hour-based Online Calls; (2) Online Calls + Documents; (3) Online Calls + Documents + Onsite Assistance

OBS: Currently based in Brazil, my delivery can be both in PORTUGUESE or ENGLISH.

GUIDELINE #3.

THE CONSULTING SERVICE STRUCTURE

All projects will use communication channels that will allow everything to be documented properly.

- **E-MAIL** — Email is the tool used for written conversations and to also document any requests necessary. For longer contracts, it helps both ends. Therefore, sometimes you may be requested to write an email when asking for certain things. Organization is key for success here.
- **ONLINE CALLS** — Skype-like is the tool of choice used for conversations and recording is optional. You can choose to record the calls for further use since depending on the call, it may become a resource in the future.
- **DOCUMENTS** — Documents will be handed to you with everything you need to know for getting the results promised in the consulting project. All documents will be delivered to you with the purpose of leaving no doubt on how to take action so it can become another resource that may be consulted for further use. And every resource necessary for project's success is also included in documentation, including used/recommended tools.

QUESTIONS YOU MAY HAVE:

#1. But what is Copywriting?

#2. What is a Content Marketing Strategy?

#3. What is a Complete Marketing Strategy?

Here's what you need to know about each service and its goals in Marketing and Business.

COPYWRITING = The Copywriting consulting embraces Sales and conversion optimization. This is the area of Marketing that many fail because you have to optimize everything to draw customer's attention. Copywriting involves writing compelling copy that goes on Sales Letters, Ads, Form Buttons, Email Subjects, Email body, Articles/Blog posts Headlines, Images and Video Scripts. Every piece of marketing connection that has the intent to grab customers' attention to increase engagement or sales, is considered a copy.

CONTENT MARKETING STRATEGY = The Content Marketing Strategy consulting focuses on creating the most precise market-driven content strategy to be applied to your business. Here is where we'll decide what types of content will be published according to the goals you're searching for at the moment. Some may want the audience, others may want traffic while others may want to increase sales which change the focus of the content. The project will define how many images, blog posts, videos or podcasts will have to be produced and of what subjects for achieving maximum results in project lifetime. A simple example would be someone typing a search on Google for "knee surgeon in NY" which has a completely different intent than "what does a knee surgeon do". The former user wants to buy while the latter wants to be educated. There's also voice search for instance, on which users ask questions like "what are the top 5 restaurants in Montreal" which also indicates strong buying intent. Therefore, the Content needs to be built around these marketing rules and merged with channels like Blogs and Social Networks, each with their own particularities as well. Today, a company's content **MUST** be: Interesting, Innovative and Educative in order to dominate the market.

COMPLETE MARKETING STRATEGY = The Complete Marketing Strategy consulting defines what marketing channels can be used along with what tools to maximize the company's growth. A Social Network is one example of a marketing channel, where the goal is to choose which networks suits best for a company's business goals. Just on social media, there's the need to address what content has to be managed, rewritten or published considering the network's particularities and the

end goal of the company. Some particularities involve particular demographics, content strategies, the best time to post, engagement levels and other marketing variables. Facebook users behave differently than those on Instagram, for example. And a few examples of Social Networks are **Facebook, Instagram, Pinterest, LinkedIn, Snapchat, Twitter, Youtube** and more. Other marketing channels are: **Email marketing, PPC campaigns (Smartphone/Desktop), Apps (Smartphone/Desktop/Tablets), Search Engines, QR Codes, Blogs, SMS** and more.

**Next, I'LL DEMONSTRATE HOW COPYWRITING
IMPACTS your Marketing in practice. Just a few pages.**

Welcome to The Market.

“Yes, I know your pain. You are running a great business but making it work like one unique system where money simply flows has become incredibly difficult overnight. Customers are dispersing. Competition is growing. Your emails don’t get open anymore and all your sales funnels seem useless. Worthless. You keep wondering what’s missing, what’s wrong and what you should be doing next while your products and services stay on the shelf, accumulating dust.

The reality of many today.

You’re not alone. Relax and read the next lines to understand why.

MARKETING —

HERE’S WHAT YOU REALLY WANT

You want results. You just want Marketing that works and gets rid of the sales problem for you. You want something that burst through this noisy world and delivers a powerful marketing message that simply makes things happen with more ease. This is what you want. Because you need the business working like a machine again, connecting to customers and selling naturally every single month, so you can get back to focus on the important stuff.

Now here’s the reason why you’re reading this landing page.

THE NEW Reality of MARKETING Today

The Truth now is this: Having a great product or service is not enough anymore. Is that simple. The market doesn't work like it used to 20 years ago. So if you're still reading this, then it means you realized that the INTERNET has turned everything into a horde of links. A place where getting attention takes smart effort. Because the market is already global and smart competitors are working. They're investing time and effort day and night to put their links on the right places only to HAVE THE CHANCE of getting pieces of traffic, to then turn visitors into leads or customers. Or to at least get more brand awareness.

The New Marketing World is pure War.

Your customer's attention varies every second from What's app messages, Facebook, Twitter, Youtube, Imagery, News websites, Funny videos and much more. You get SECONDS of attention before you lose a prospect nowadays. That's your business reality.

That's why you need TRUE Marketing power.

You need boldness. You need creativity. You need to STEAL attention.

You need to make people READ and PAY ATTENTION to the message you're spending tons of money on, because that what Marketing is all about: Getting attention from people.

Are you getting attention?

If you're having only crickets in your sales funnels then maybe you already know the answer. Because in a world where ZILLIONS of businesses exist, attention is the starting point just to stay alive in the fight, competing for customers and cash flow.

Now let me introduce something important to you.

A few Copywriting secrets. The truth behind true, powerful marketing.

I'll start by testing your sales knowledge using a simple challengeable question.

A CHALLENGE FOR YOU

Just answer the following question, my friend:

QUESTION:

WHY DO PEOPLE BUY PRODUCTS/SERVICES FROM ANY COMPANY?

Because the product is all shiny and beautiful? No.

Because the product helps them and is easy-to-use? No.

Because the product is cheap and has a strong ROI? No.

Because of one single thing: Emotions.

It's all about emotions. Every sale. Every product. Every service.

Everything. Every business transaction is more based on emotions than you think.

People BUY more. People ENGAGE more. People SHARE more.

All because of one single thing: Emotions.

Your services. Your products. Your brand. It's all about emotions. Ok. Now let's test your knowledge once more to see how much you understand the Heart of Sales

THE 2nd Challenge for YOU:

Think hard before answering this one:

QUESTION:

WHAT DOES
A BAR OWNER IS ACTUALLY BUYING
WHEN HE HIRES A BAND?

I'll count to 5.

1.....2.....3.....4.....5!

A crowd. That's what the bar owner is actually buying. Because he's buying the SATISFACTION of providing a great environment for customers, since no bar owner would ever hire a band that doesn't bring him any customers. Right?

Because people go out to meet new people in bars and a crowd means satisfaction, both for customers as for himself. A place full of people draws more people. And more people brings more money. Everybody gets happy. So as you can see, the music doesn't really matter here.

Makes sense?

You must understand sales like A MASTER.

You must go deep into the human mind to maximize sales and generate results. To master sales, you **MUST** involve psychological rules and consider human behavior, and understand the context. Selling gets a lot easier that way. If you know how to put the words right about your product/service, you can mentally strike customers in such a way that it will make you more sales.

That's high-impact Copywriting.

So the goal is simple: Make **WORDS** become **EMOTIONS** — and vice-versa — to maximize sales. More leads. More customers. More sales. Pure results.

True powerful Marketing.

AND I KNOW WHAT YOU'RE THINKING...

This is what may be coming to your mind right now:

“AND WHERE EXACTLY DO I NEED COPYWRITING?”

Everywhere.

Every piece of text that focus on results needs Copywriting.

I'll make it simple. Here're the areas a company can apply more powerful copy:

- Landing Pages
- Institutional Pages
- Presentation Pages
- Email Marketing texts
- Email Marketing subjects
- Article/Blog posts headlines
- Sales Letters
- Sales Videos

- Forms & Buttons
- Social Media posts
- Website Imagery
- Paid Advertising (Google Adwords, Facebook Ads etc)

That's how you can completely CHANGE sales results drastically. Because once you apply the right marketing words to the right places, all conversion rates and sales numbers change. The right words in a single Advertising, or on the subject of an email campaign, or in a form button can truly transform a business.

THE GOOD news:

Copywriting has power because it doesn't matter what you sell.
It REALLY doesn't matter. Seriously. Look...

Do you think people buy because your product is pretty or well designed?
Do you think people buy from you because you are a very nice person?
Or maybe because you have a fair price and you quickly deliver....?

No.

People buy products and services because:

1. They want to feel SMART
2. They want to feel SPECIAL
3. They want to show others they are doing great

Even when you're hiring a service from an attorney for example, and when you expect getting high-quality work, what you're actually acquiring isn't the service itself. It's the certainty of not experiencing any problems, setbacks or unnecessary headaches. You're buying peace from such service. Peace. A peaceful mind with that deep feeling that everything is going to be OK.

PEOPLE BUY BECAUSE OF THE EMOTIONS attached to THE PRODUCT

People want to show other people that they have found a shorter, secret path to success. A winning edge. They want others to notice their wins in life. People want to show off what gives them a competitive advantage. They want to brag about having a new unusual product that does something entirely different and unique.

Because the level of emotions a product delivers, determines its value to people.

A FEW POWERFUL COPYWRITING EXAMPLES

Let's talk about Copywriting examples. So to make sure you leave this landing page fully aware of how great copy is, I'll give you a few cases many companies are now using so you can understand how this area of Marketing actually works.

E-MAIL SUBJECT LINES

"Are you up to the Next Challenge?"

"Worldwide: The one book that changed all Top 10 Entrepreneurs' lives."

"The Financial Crisis that will destroy 85% of businesses is coming."

"The One Startup that raised U\$ 1 Billion from the Government overnight."

“Warning: The 7 Government laws that may kill e-commerce websites next month.”

“The Dog Fight: 2 Entrepreneurs vs 2 Big Companies. Incredible story.”

“How to DOMINATE The Market using Artificial Intelligence”

ARTICLE HEADLINES

“The 21 Laws of International Marketing”

“How to FORCE Haters to Work for You to Grow Your Brand Faster”

“The Hardcore 13 Errors That Top Entrepreneurs advice you to avoid.”

“How to Upgrade A Company with a 10.000 dollars investment in IoT.”

“How to Annihilate Your Competitors using A.I and Social Media Marketing.”

“The Incredible Destructive Power towards Brands that customers have today.”

“Death of E-commerce: Why EVERYONE should worry now”

FORM BUTTONS

“Add to Cart” (e-commerce)

“Buy Upgrade” (product/service)

“Automate Sales Now” (product/service)

“Unlock Newsletter” (newsletter form)

“Download Everything Now” (download form)

“Automatic Install” (product/service)

“Read Chapter One” (e-book)

These are just a few examples of how powerful Copywriting is to a business today.

Because in a place where getting attention is like finding gold, the businesses who know how to do this right using compelling content to appeal to the customer’s wishes in seconds, are the ones who win.

That’s Smart Marketing.

THERE. DONE.

NOW YOU JUST NEED TO KNOW WHAT ELSE IS MISSING RIGHT?

LIKE IN THE WHOLE REST OF MARKETING.

Well, this is just a sales resource, but it pays to help you understand what else is wrong.

The desperate business owners and C-level executives rush to ADVERTISING.

There's evidence against that. And here we go: YOU MUST understand the game is not the same.

Not anymore.

This company is here to serve.

Honesty. Transparency. Expertise. There's no reason for half-talks.

here are a few impressive statistics many business owners should be aware of, before considering buying any Project. And that includes any projects from my own company as well. And the other part of Marketing.

THE DIGITAL Consumer's BEHAVIOUR Towards Advertising

ADVERTISING FREQUENCY — Overall, **84% of people** think advertising interruptions while reading text or watching videos **are too frequent**.

ADVERTISING TARGETING — Overall, **73% of people** think advertising interruptions while reading text or watching videos **do not meet their personal interest and preferences**.

ADVERTISING BLOCKING CAPABILITIES — Overall, **61% of people** are aware of **SEVERAL** alternatives to block advertising interruptions while reading text or watching videos.

ADVERTISING PERSONAL INTEREST — Overall, **50% of people are interested in** advertising messages that meet their **personal interests** and preferences.

ADVERTISING PAY-TO-REMOVE INTENT — Overall, **42% of people** are planning to **pay for solutions that removes advertising** interruptions while they're reading text or watching videos.

Data: based on a survey of 28.000 consumers across 28 different countries

Source: [MarketingCharts](#)

These are one of the reasons WHY Advertising is dead for many business owners.
But then, what is the future? Or the present? Time to present to you a few key factors that
Marketing / Business / Consulting Projects must start knowing about. After all,

THE FUTURE is here.

Just A FEW MORE pages of Today's Business

R-E-A-L-I-T-Y.

THE FUTURE

WHAT DIGITAL-AGE COMPANIES NEED TO ENVISION FAST

THE AGE OF AIR-TYPING, TOUCHING INTERFACES AND TALKING TO DEVICES IS COMING TO STAY —

A notable majority of the respondents (64%) favored the idea that by 2020 user interfaces will offer advanced talk, touch, and typing options, and some added a fourth “T” — think. Those who chose to elaborate in extended responses disagreed on which of the four will make the most progress by 2020. There was a fairly even yes-no split on the likely success of voice-recognition or significant wireless keyboard advances and mostly positive support of the advance of interfaces involving touch and gestures—this was highly influenced by the introduction of the iPhone and various multitouch surface computing platforms in 2007 and 2008. A number of respondents projected the possibility of a thought-based interface—neural networks offering mind-controlled human-computer interaction.

THE DIVISION BETWEEN PERSONAL AND PROFESSIONAL TIME WILL

DISAPPEAR — A majority of expert respondents (56%) agreed with the statement that in 2020 “few lines (will) divide professional from personal time, and that’s OK.” While some people are hopeful about a hyperconnected future with more freedom, flexibility, and life enhancements, others express fears that mobility and ubiquity of networked computing devices will be harmful to most people by adding to stress and challenging family life and social life.

THE MOBILE PHONE WILL BE THE DOMINANT CONNECTION TOOL — More than three-quarters of the expert respondents (77%) agreed with a scenario that posited that the mobile computing device—with more significant computing power in 2020—will be the primary Internet communications platform for a majority of people across the world. They agreed that connection will generally be offered under a set of universal standards internationally, though many registered doubts about corporations' and regulators' willingness to make it happen.

Data: based on a survey of 578 internet experts such as leading Internet activists, builders, and commentators, along with 618 stakeholders.

Source: PewInternet.org

The Business World has changed and now even small businesses can pick a fight with big companies one-on-one. The right kind of Marketing has never been such a crucial part of a business because you don't want your competitors reaching faster to the best customers of your audience nor making the right partnerships.

You have INTERNATIONAL reach nowadays, but you must know how to use it. Where to place your links? What types of content should you publish? What social networks should you invest time, workforce and money? What influencers actually have the ability to give you 80% of the results that your company currently needs?

This is not a game.

Money matters. Customers matters. More sales matters.

That's why this company sells surgical exposure, a more powerful presence in your niche.

Because you can't spend another day experiencing obscurity in business and sacrificing results.

The more you wait, the faster your competitors advance and conquer in today's world.

But look, don't let me get inside your head...

CHALLENGE: ANSWER THE QUESTIONS BELOW

And please be honest with yourself because it's your business at stake here:

HOW ARE YOUR MARKETING RESULTS RIGHT NOW?

Answer #1: "I must be honest. It's not bringing me the results that I expected."

Answer #2: "I think I can improve something, but I don't know exactly what."

Answer #3: "I'm not confident that my brand is being taken care of."

Answer #4: "I feel like I'm just wasting money on this online marketing thing."

Answer #5: "I don't have a marketing project, maybe that's why I'm not getting results."

Did you fit into any of these profiles?

Ok, then we need to talk for the next 5 minutes.

A QUICK HONEST TALK

Let's cut to the chase: **I love Challenges**. I just love them. If things are hard and everything is very difficult to beat, great. Time to play and crack the code. Easy is not fun enough. And I'm here to have fun as well. Therefore, if you truly did your research, you know that this is no ordinary Marketing. This is a very DIFFERENT marketing approach which caught your attention, even in such competitive online space.

This is why I can put businesses on another level.

Because "DIFFERENT" is my rule of thumb.

Where's the fun or real glory in mimic other businesses? None. ZERO.

It doesn't appeal to me at all to waste time embracing mediocrity just to make money.

Therefore, the answer to your core question is "Yes".

Yes, YOU WILL get what you want here: **INCREASE Sales**.

Professional Tools, Marketing strategies, and everything else will guarantee you results.

That's a promise.

But there's one thing: **You need to qualify first as a customer.**

That's right. I don't accept any customer. This is a two-way street.

The reason why I deliver so well and why I've grown so fast is exactly because I know how to choose my customers. The right relationship with like-minded people is what sells here. An important point here.

Now, if your interests match with mine, then the game begins.

And The Ultimate Goal I'll put in my mind will be to make YOUR business MY business.

Because money is not my end goal. Branding, on the other hand, is. The rest is simply secondary.

Forget games here. This is just pure business. A true win-win situation.

You ultimately want more sales. And I'm obsessed with building a Legacy.

The goal I have is simple: When the word "Marketing" is mentioned by two people in a conversation in any country of this world, my brand must be the very first thing in those people's minds. Period.

Clear?

That was my quick message to you.

Now let's focus on what matters because time is running up.

SERVICE: COPYWRITING

The Copywriting service is the area of Marketing that deals with Psychology-based marketing to increase a company's sales and/or engagement levels of customers/users/prospects. It involves improving copy in order to grab attention and influence the user to take the desired action. It can be implemented on any area that has a piece of text, such as Form buttons, Article Headlines, Sales Letters, Ads and more.

The ultimate goal of Copywriting is having a person take the action your company wants, whether that is buying a product, sharing a post, click on a button, downloading a file, opening an email, subscribing to a newsletter or other similar actions.

HOW THE COPYWRITING SERVICE WORKS

COPYWRITING AUDIT — The audit is conducted at the start of the project to diagnose what areas your brand needs to upgrade in order to achieve the desired results and goals. It's purely copywriting analysis based on expertise along with your target audience's psychological behavior.

COPYWRITING PROJECT DEVELOPMENT — The project execution. Here all diagnosed points are fixed and the copy is improved to generate the results you want. Every piece of copy that needs to be optimized is developed and implemented in this part. All form buttons, all headlines, all subject lines etc.

COPYWRITING DELIVERABLES — Documents are delivered with every Copywriting action explained so you can understand why every piece of copy produced should be applied to all areas specified. All mental triggers and psychological marketing techniques approached via Copywriting are described in more detail on project documentation.

PS: All Copywriting Projects are also personalized since it involves your company's market, your competitors, your target audience's psychological profiles and other variables.

SERVICE:

CONTENT MARKETING STRATEGY

The Content Marketing Strategy service is about providing the best content strategy possible to getting the results you want. There are several goals brands may want to achieve via content marketing, such as increasing website traffic, maximize user retention, increase sales, maximize conversions, user engagement and more. Through content creation a brand can be viewed as an expert in the field which is why many companies now are making heavy investments on this new marketing trend, because it massively reinforces brand authority which causes them to be easily found on search engines, leveraging business opportunities like a virus.

Because every link pointing to a piece of your content, whether that's videos, images, articles, podcasts or any other form, becomes a 24/7 salesman to your company. It constantly sells your business' products and services all year long, once you know what to publish in your company's blog and on social media profiles.

This is why you'll hear Marketers say very often: "Content is King".

The more high-quality content you have linked to your brand, the easier it will be for your company to be perceived as a respected and authoritative brand in your field. And such brands always have market share. The opportunity to dominate the market naturally involves content.

HOW THE

CONTENT

MARKETING STRATEGY

SERVICE WORKS

CONTENT MARKETING ANALYSIS — The analysis is conducted at the start of the project to diagnose if your brand's content needs any content optimization since it's the company's foundation. Like almost all other previous services offered here, everything needs to be built upon a

high-quality structure to generate the best results for your brand. Besides, for certain brands, only a content optimization project will suffice for achieving the company's desired results.

CONTENT MARKETING PROJECT DEVELOPMENT — The project execution. Here all diagnosed points are fixed and content marketing strategy is created based on the market's best practices, which involves data-driven strategies such as content categories that get more shares, content that generates more sales/engagement and more. Every strategy created here has the support of several content marketing tools, along with reliable market research sources that deliver all market data necessary to build the most powerful content marketing strategy to your company.

CONTENT MARKETING DELIVERABLES — Documents are delivered with every Content specified so you can understand how the content strategy will work in practice once implemented in your marketing channels. Any other content particularities that are necessary to project's success, are also covered in project documentation.

The final and most complete service is shown below.

SERVICE:

COMPLETE MARKETING STRATEGY

The Complete Marketing Strategy involves these 3 core pillars: Marketing Channels + Marketing + Strategies + Tools. Everything is done to increase traffic and conversions to your business.

Through market research, we'll build together the best marketing strategies for today's market reality and deliver them through the most ideal Marketing channels according to your expectations (short, medium or long term).

Just to be clear, here are some examples of MARKETING CHANNELS:

- Blogs
- Apps
- QR Codes
- Email Marketing
- Search Engines (DuckDuckGo, BraveSearch, Neeva, Qwant, Google, Bing, Yandex etc)
- Social Networks (Facebook, Instagram, Pinterest, Twitter, Youtube, Twitch etc)
- PayPerClick (Facebook Ads, Google Adwords, Instagram Ads etc)

IMPORTANT NOTE: I, PETERSON TEIXEIRA, Founder & CEO at www.petersonteixeira.com since 2019 became a **TRUE anti-big tech advocate**. The many reasons why this consulting MAY end up helping in marketing at big tech channels is purely by choice of the consumer. But I avoid solutions involving Big Tech on projects and try to make the customer a brand as well-known as Netflix. But without using Big Tech Companies as channels or funnels etc.

These and more channels are considered in the beginning of the project for creating a Top Marketing Strategy that will get you one thing: THE CUSTOMER'S ATTENTION. The thing brands need the most to survive and grow, especially in a world where there's excessive competition and everybody can start a business.

A research will be conducted to reveal how each of your buying personas behave on the main marketing channels today, along with your overall target audience. We'll deal with the specifics, and

the general view as well. Since it demands for my customers both time and money, which will be invested for months, a true and in-depth research on how the company's target audience really is, is done in order to specify with more precision where to strike customers.

HOW THE MARKETING STRATEGY SERVICE WORKS

MARKET ANALYSIS — The analysis is conducted at the start of the project to diagnose what areas your brand needs to upgrade in order to achieve the desired results and goals. It's purely copywriting analysis based on expertise along with your target audience's psychological and data-oriented behavior.

MARKETING STRATEGY PROJECT DEVELOPMENT — The project execution. Here all diagnosed marketing channels problems are covered and the necessary strategies are developed using advanced tools to maximize growth and diminish workload. All marketing tools and strategies are chosen based on how your company's market is currently behaving, considering psychological profile and buying patterns so customers can notice your brand faster, buy more instinctively and reinforce your company's dominance in the marketplace.

MARKETING STRATEGY DELIVERABLES — Documents are delivered with every Marketing strategy explained in detail so you or your team can understand why every tool/strategy should be applied. All techniques recommended are described in more detail on project documentation to prevent you from missing strategic information, and every document assumes that the company knows nothing on this subject so advanced marketing techniques can be easily understood by the professionals who'll implement them.

Now let's address something important.

Very important for both.

DECISION MAKERS:

“DO I REALLY NEED TO BUY YOUR SERVICES?”

Negative. Because I don't sell to everyone who has the money to pay. You must qualify first. Therefore, next, there are a few short but effective questionnaires that depending on your answer, will indicate if you strongly need any kind of marketing service to change your results.

The questionnaires involve the next core areas that can change your marketing results:

- Copywriting
- Content Marketing
- Social Media Strategy
- Link Building Strategy

Let's test your answers.

Check if you qualify.

THE QUESTIONNAIRE (Copywriting)

If at least one of the following questions cause you to answer “YES”, then it is a strong indicator that your company may need this kind of marketing service:

Q1: Do prospects/customers bounce from your Landing Pages frequently?

Q2: Do you have everything right and at place but sales numbers are frozen or low?

Q3: Do people leave your company's website very fast without interacting with it?

Q4: Do you constantly produce content but visitors never bother to click on them?

Q5: Would you admit that by cold reading your copy you wouldn't buy from yourself?

THE QUESTIONNAIRE

(Content Marketing Strategy)

If at least one of the following questions cause you to answer “YES”, then it is a strong indicator that your company may need this kind of marketing service:

- Q1:** Do prospects/customers constantly ignore the content you publish?
- Q2:** Do you have a very low ROI after putting hours and hours of work in content creation?
- Q3:** Does your brand’s content look amateurish in comparison with your TOP competitors?
- Q4:** Would you prefer to read/consume your competitor’s content over yours?
- Q5:** Have you invested loads of money and workforce and didn’t get new partnerships or customers?

THE QUESTIONNAIRE

(Social Media Strategy)

If at least one of the following questions cause you to answer “YES”, then it is a strong indicator that your company may need this kind of marketing service:

- Q1:** Do prospects/customers ignore your social pages frequently?
- Q2:** Do you have a very low following in comparison with the amount of work invested?
- Q3:** Do you share everything in your social profiles without considering your audience’s taste?
- Q4:** Do you constantly produce content that doesn’t get any interactions?
- Q5:** Do you constantly get a low number of business leads via your social profiles/pages?

THE QUESTIONNAIRE

(Link Building Strategy)

If at least one of the following questions cause you to answer “YES”, then it is a strong indicator that your company may need this kind of marketing service:

Q1: Do you have a very high-quality website and content and still get low traffic?

Q2: Do you know which brands/websites are linking to yours, and how?

Q3: Are you getting leads and traffic that never convert into buyers?

Q4: Are weaker competitors showing on media while your superior work is being ignored?

Q5: Have you lost links and your traffic dropped, killing your exposure?

And the final question:

ARE YOU DOING
EVERYTHING
THAT OTHERS ADVISED YOU TO DO
FOR MONTHS AND YET, YOU'RE STILL
GETTING WEAK RESULTS?

That's it. You decide now.

Think about the questions and question yourself about your own results.

Because we don't want to make a BUSINESS TRANSACTION without BOTH SIDES getting happy. We aim for the best scenario possible. So if you're a right candidate to be the CUSTOMER of this consulting business, next, you'll see the pricing.

THE INVESTMENT PRICING

CONSULTING PACKAGE #1: €399,00* – Online Calls only

CONSULTING PACKAGE #2: €14.499,00** – Online Calls + Documents

CONSULTING PACKAGE #3: €49.899,00** – Online Calls + Documents + Onsite

ONSITE = Local assistance.

ONLINE CALLS = Verbal help and business/marketing consulting.

DOCUMENTS = Written help and documented business/marketing consulting.

** This is the fixed price for 1-hour online calls.*

*** This is the starting price because projects tend to need more analysis.*

***ALL THE WORK** is centered on research, case studies, books, and marketplace. Everything is well-organized and will be presented to you as one single and easy-to-understand guide, along with live meetings as well.*

You're FREE to send a message if you have any questions about business.

BUSINESS ONLY:

thepetersonteixeira.consultancy@protonmail.com | +55 13 997 500

440 | TELEGRAM [CUSTOMER ACQUISITION](#) / TELEGRAM – [ALL CHANNELS](#)

THANK YOU

**for your TIME & ATTENTION reading this sales
document, my friend.**

PETERSON TEIXEIRA

International Consulting & Coaching

www.petersonteixeira.com