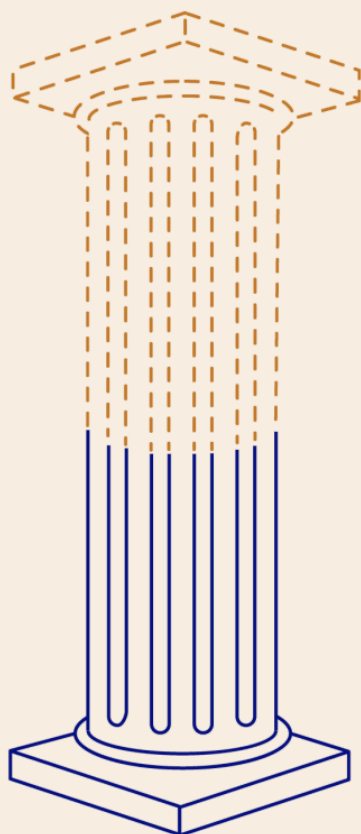


BEYOND THE FEED



PROGRAM MANUAL

September 2025

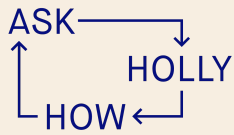


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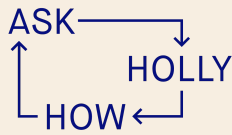
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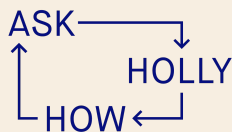
PROGRAM PURPOSE

Beyond the Feed completely transformed how we think about marketing our business. It shifted us from being reactive and scattershot, to proactive, intentional, and strategic with our approach. Our marketing now feels less like guesswork - trying every tactic and seeing what sticks - to feeling more deliberate. Better yet, it helped us dig to the core of who we are as a business to strategize a marketing plan that's true to us and our customers, and not to an algorithm. BTF provided us a gameplan that's now central to our marketing approach. There is much value to be gained by going Beyond the Feed! - Brian Doochin & Alex Portera, [Rally On Media](#)

Beyond the Feed is a Marketing program that takes you out of algorithmic thinking and places you back in control of your customer experience and creative output. It is inspired by the idea that most creative businesses are nuanced and therefore marketing efforts should not be approached as a one-size-fits-all. It takes into consideration the role your business plays in your customer's life, their unique psychographics, and your business goals to build a marketing framework and plan that works.

It's an empowering look at the fundamentals of business growth and how you can approach your plan from a space of intention over manipulation. Platforms don't produce what they used to, and the marketing success that most brands saw in the early days of social media is no longer replicable. If in the midst of these shifts, if you've found yourself doubling down instead of stepping back, this program is for you. There are 4 main aspects of this program: Business Goals, Vital Relationships, Core Communication and Amplification.

This program is rooted in the belief that you can know your customer better than an algorithm can. It challenges the common narrative that relevance is based on an ad spend or a platform presence. It connects you back to the nuances of your own business focusing on viable growth models that consider the difference between profitability and growth, marketing versus sales, scale versus impact, and relationships versus transactions.



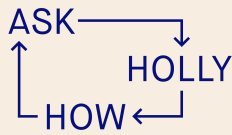
It will ask you to consider why you choose the platforms you do to amplify your message and if you're aligning your values, goals, and customers' perceived needs. It will ask you to get honest and clear about your own priorities in order to identify where and how you prioritize your time and money. It will open your mind to opportunities beyond the feed. It will help you expand your audience based on psychographics over demographics. And it will allow you to build a roadmap that redistributes your efforts across marketing tactics that work for your business.

I knew only as much as I could teach myself about marketing (which I thought was a lot) and suddenly, that wasn't cutting it. Holly's fast-paced BTF class made me feel like I knew NOTHING about marketing, which was terrifying, but also gave me about 1000 tools to change the stagnation that was happening in my business. I kept blaming slowed-down sales on "the algorithm" but now I know that I don't have to be tied to whatever is happening in Instagram HQ. It's taken over a year of hard, consistent work, but I'm finally working through all of the BTF assignments and feel much more confident about the year to come. I feel like I have far more control over my company's financial security, and isn't that the main thing we all want in a landscape that's so unpredictable? - Erica Weiner, [Erica Weiner Jewelry](#)

HISTORY

Beyond the Feed began as a single class in October of 2019. It launched one month after I formally stopped using social media to grow my own business and was attended by over 200 businesses that had a similar curiosity. It was then repeated for the Evergreen Business Development Corporation in 2020 and extended to a 4 part class in 2022.

The class was originally called [Consulting the Genius of the Person](#). The title was inspired by Wes Jackson's Consulting the Genius of the Place with a nod to the idea that each entrepreneur knows their business and their customer better than themselves (not even me). The name, Beyond the Feed, comes from my [newsletter](#) celebrating one year without social media.



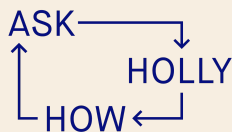
Having worked within an advertising-driven tech company, we always found being on social media spiritually and emotionally exhausting and uninspiring. Yet we did it out of a sense of inevitability. Holly helped us reframe this problem within our overall company vision and personal goals—which ultimately led us to confidently shut down our social media. In its place, we now conduct a variety of storytelling and community initiatives that we previously felt we never had the time or energy to pursue. Marketing has become fun and creative again AND our business is actually on stronger footing. Holly gave us both the tools and confidence to buck conventional wisdom and do what was best for our company. - [Harry Doull, Keap Candles](#)

PHILOSOPHY

When I teach marketing, I teach the 5E's, and the very first one is enthusiasm. If you're not enthusiastic about your work, your audience won't be either. It doesn't matter if you're product-based or service-based, DTC or B2B. Enthusiasm is infectious. And it's infectious because, at the core, it unconsciously holds a certain amount of vulnerability. Think to yourself - how often have you been timid in sharing what you're enthusiastic about? How often have you questioned your capacity to be enthusiastic thinking instead, you had to follow the ways "others are doing it"? How often have you not permitted yourself to feel enthusiasm about how you market your own business instead think you "should" do certain things because "that's the way it's done"?

That's typically what I see with entrepreneurs' approach to marketing. Lots of shoulding and assumptions that things are the way they are and they need to follow suit. But marketing shouldn't be a drudge; it should be joyful. And usually, the reason we don't find it joyful is that we don't realize we have options. Rather than being an ideological seminar, BTF will focus on both the practical and self-exploratory aspects of what it takes to market your business, maintain your reach, and stay connected with others.

What I have discovered in my work is that most people use social media because they don't believe there's another way. I repeatedly



saw how we misunderstand the value of Return On Ad Spends when we should be thinking about Return on Investment. I saw people completely overlook the nuance of their offerings and whether it's a high-touch or low-touch experience because they're convinced social media is a magic bullet created to deliver returns as long as they keep pumping money into the experience. I've seen entrepreneurs waste countless hours creating meaningless content because it's what they see everyone else doing, and they assume it's working. Platforms are not one-size-fits-all and shouldn't be approached as an obligation.

Only when you reflect on the philosophical and technical aspects of your business will you have the information you need to consult your own genius and decide what approach is best for you. This seminar was created to clarify the real return on investment of your time no matter where you focus it. It will open your mind to the possibilities of another way of working if you want to drop social or help you double down on your love for it if that's the conclusion you come to.

WHAT TO EXPECT

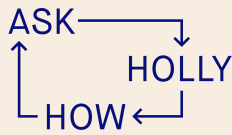
PROGRAM BENEFITS

Beyond the Feed helped us overcome our fear of marketing by eliminating the misconception that we needed to be active on every platform all of the time.

Rather than feeling the pressure to be everywhere all at one, this course helped us understand that our marketing efforts should be something we can sustain and, most surprisingly to us, something we actually enjoy doing. The course provided us with clarity around our values, goals, and bandwidth along with a framework for putting a focused plan into action. We now have systems in place to ensure consistency in our marketing efforts and are excited to approach marketing with a forward-thinking mindset rather than avoiding it or feeling like we're constantly playing catch-up. We're grateful to Holly and her team for developing a clear, flexible, and empathetic approach to marketing that works so well for our creative studio. - Michelle Jolliffe Saper, [Present Studio](#)

CLARITY & CONTENT

This seminar is to reconnect you to your genius when it comes to deciding how to market your business. I'll help you understand how you decide intentionally where you choose to market your business.



We'll dig much deeper into which platforms connect you with your consumer community and why. But it goes beyond traditional social media. We'll take a deeper dive into affiliate marketing, strategic partnerships, cross-promotions, pitching press, and meeting our customers IRL to widen our audience and diversify our strategies to grow. We'll look at everything from financial planning and data analytic to increasing our media fluency to connect our goals to our marketing strategies, to deepening an understanding of our market and clarifying our messaging all connecting back to our culture.

COMMUNITY

This program provides the structure and network to build a supportive and inspiring entrepreneurial community. It is inclusive of entrepreneurs from all industries and stages of business.

CONNECTION

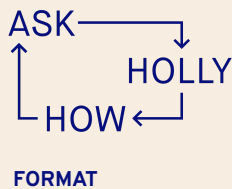
This is a soul-searching process that will reconnect you to yourself and your motivations, values, and vision and in doing so, create a unique plan for marketing to sustain your company. It is a rare opportunity to tune out the noise of modern-day marketing advice and connect to your culture, goals, and creative output.

MARKETING & SALES PLAN

Throughout the week, students will build a skeleton of a marketing plan, starting with clarifying business goals you will build on after class.

After completing Beyond the Feed, I realized this was not much different than my relationship to exercising. I spend a lot of time thinking about working out and dreading the act of doing it but when I actually commit to the task at hand, I find myself actually enjoying it and never regretting it. Taking this course has allowed me to change my relationship with marketing. Now, I'm committed to doing it more frequently without everything needing to be perfectly polished in execution before hitting send! --because that feeling is crippling. It helped me take a step back to realize that I was spending most of my energy on the operations of the business and developing new products but not merely enough energy talking and sharing about who we are and what we do. - Virginia Sin,

[Sin](#)



WHAT'S INCLUDED

COLLABORATIVE LEARNING

10 Hours of Ask Holly How Lecture: Each of the focus areas of the program will include a two-hour lecture hosted by Holly and pulling from thought leaders and researchers across a multitude of disciplines

6 Hours of Participatory Guest Workshops: throughout the program, we'll bring in six guest lecturers to share their perspective on an aspect of marketing beyond the feed. These workshops will include interactive activities and a chance to workshop how you can apply these lessons to your own business.

Dedicated Application Time: each day will conclude with an optional working session (affectionately referred to as Study Hall) where you can work on applying the day's lessons to the marketing plan you are developing as part of the program.

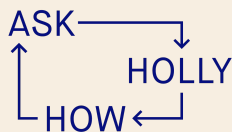
Program Commencement + Peer Feedback: the program will conclude with the chance to share your marketing plan with a small group of peers for feedback, and you'll leave with an actionable, ready-to-implement marketing plan for your business.

TOOLS & MATERIALS

Digital worksheets, slides, and resources: All materials are shared via Google Drive.

Lecture and Workshop Recordings: all sessions of the program will be recorded and accessible for one year following the program.

Student Roster: as part of the program, you'll be provided a full roster of all the other entrepreneurs attending with the hopes that students with connecting and cultivate community.



SYSTEMS

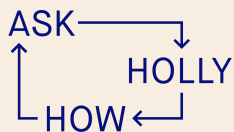
Zoom: All lectures and breakout groups will take place on Zoom.

Google Docs: All materials (slides, worksheets, templates, tools) will be shared via Google Docs.

SYLLABUS

CURRICULUM OVERVIEW

DAY	FOCUS	KEY TOPICS
1	PREFACE: PURPOSE & VALUES	In the first class, we will clarify the core of your business the Ask Holly How way.
1	BUSINESS GOALS	In this class, we will clarify our business and marketing goals for growth so we ensure all of the strategies we choose build towards achieving our vision.
2	VITAL RELATIONSHIPS	This class will help us understand our customers on a deeper level—beyond demographics. We will use the concept of psychographics to identify strategic partners, key network relationships, and opportunities for growth beyond the feed.
3	CORE COMMUNICATION	Once we understand our customers on a deeper level and know who we need to connect to for growth, we'll discover how to shape our message based on benefits and the role our product or service plays in our customer's life.
4	AMPLIFICATION	Now that we know what we're trying to achieve, who we need to connect with, and how we want to communicate, we'll look at where the best place is to meet our customers that both align with our goals and their psychographics. We'll audit our platforms and look at opportunities beyond

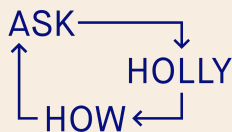


		the feed—both online and IRL—to build our strategies for growth.
5	PROGRAM COMMENCEMENT	The last day will include closing remarks and an opportunity to share your key takeaways with a small group of your peers.

SCHEDULE

PROGRAM CALENDAR

DATE	TIME (EST)	EVENT
Monday, September 22		
GOALS	12:00 PM - 2:00 PM	Preface: Purpose & Values
	2:00 PM - 2:30 PM	Break
	2:30 PM - 4:30 PM	Lecture
	4:30 PM - 4:45 PM	Break
	4:45 PM - 5:45 PM	Study Hall
Tuesday, September 23**Ealier Start Time		
RELATIONSHIPS	11:30 AM - 1:30 PM	Guest Workshop - <i>Luis Mojica, Holistic Life Navigation</i>
	1:30 PM - 2:00 PM	Break
	2:00 PM - 4:00 PM	Lecture
	4:00 PM - 4:15 PM	Break
	4:15 PM - 5:15PM	Study Hall
Wednesday, September 24		
COMMUNICATION	12:00 PM - 2:00 PM	Guest Workshop - <i>Brooke Ward Happy Medium Marketing</i>
	2:00 PM - 2:30 PM	Break
	2:30 PM - 4:30 PM	Lecture
	4:30 PM - 4:45 PM	Break
	4:45 PM - 5:45PM	Study Hall



Thursday, September 25		
AMPLIFICATION	12:00 PM - 2:00 PM	Guest Workshop - <i>Marc Rabinowitz</i> Designer & Educator
	2:00 PM - 2:30 PM	Break
	2:30 PM - 4:30 PM	Lecture
	4:30 PM - 4:45 PM	Break
	4:45 PM - 5:45PM	Study Hall
Friday, September 26		
PROGRAM COMMENCEMENT	12:00 PM - 2:00 PM	Closing remarks and final Q&A

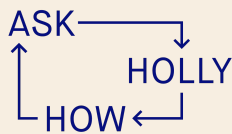
WHO SHOULD ATTEND

STUDENT BODY

We're opening the course to businesses from across the start-up and lifestyle business landscape who are building locally and growing globally. This program is open to product-based and service-based companies selling either business-to-business or business-to-consumer. You may register with your business partner and/or members of your leadership team.

Students who excel in this program have a deep-seated curiosity about their consumer base and their psychographics. They have a desire to honor the nuance of their own creative business and use that to develop a marketing plan that is unique to their company culture. The founders and managers who will get the most out of this program are risk-takers by nature, with an expansive mindset for growth and a sense of purpose and possibility who aren't looking for a quick fix, but instead an opportunity to do a deep dive into their planning and reflecting on their intentions for growth.

This program requires at least 10-30 hours of additional buildout time outside of the week-long seminar.



TUITION

PROGRAM FEE

	Fee	Payment Details
Early Bird	\$1,800	Payment due in full by 8/30
Standard	\$2,000	Payment due in full by 9/20

ADDITIONAL TEAM MEMBERS

Entrepreneurs are welcome to register additional team members to join them in the program. The additional team member fee is \$800 per team member.

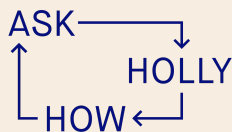
REFUND POLICY

All fees are non-refundable.

INSTRUCTOR BIOS

Holly Howard works with creative entrepreneurs who are building locally and growing globally. By catalyzing culture change, constructing a stable infrastructure, unifying teams, and clarifying the company vision, her clients gain creative freedom, financial prosperity, and a clear path towards establishing their legacy. Since launching Ask Holly How in 2012, Holly has worked with over 1,000 businesses through her private consulting and business growth program. She has a rich background as a professional ballet dancer, music therapist, medical researcher, bassoonist, VP of Operations and Finance, and a former Visiting Professor of Business at Pratt Institute and the Rhode Island School of Design. She holds a degree in Music Therapy from Berklee College of Music, A Certificate in Pre-Medical Sciences from Columbia University, and a Graduate Certificate in Religions of the World at the Harvard Extension. Holly is the host of the Cultures [w/n] Capitalism podcast and she is at work on her first book. Each of these pursuits has allowed her to shape her approach and philosophy to helping entrepreneurs grow their businesses without sacrificing their souls.

Guest Workshops:



Brooke Ward

[Happy Medium Marketing](#)

Brooke Ward is a 20+ year brand and marketing strategist who has worked for agencies, brands, and small businesses alike. She is the founder of Happy Medium Marketing, a consultancy designed to bring small business owners marketing peace of mind. Her passion is partnering with small and independent businesses of all sizes to bring them impactful, accessible marketing deeply aligned with their values and their way of life. Prior to opening Happy Medium, she designed campaigns for brands including Nike, Jeep, Pantene, the City of Chicago, and Walmart, and she established the Civic Engagement practice at FCB Chicago, leading to successful relaunches of the MCA Chicago and Chicago Public Library. She believes marketing is only as good as one's belief in and excitement about it, and opened Happy Medium to empower business owners to market on their own terms.

Marc Rabinowitz

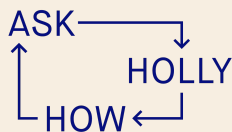
[Designer & Educator](#)

Marc is a designer and educator with experience leading creative teams to build elegant products, digital systems & brand experiences for companies challenged by their own gnarly digital ecosystems. As a former Sr. Product Design Director at Squarespace, he has lead teams responsible for providing customers with a holistic, thoughtfully considered experience across the company's evolving product suite. He teaches and advises the next generation of creative entrepreneurs at SVA's MFA Design department and NEW INC. Previously he served the New York design community as VP Operations on the AIGA NY Executive Board of Directors.

Luis Mojica

[Holistic Life Navigation](#)

Luis is a somatic therapist, trauma nutritionist, and founder of Holistic Life Navigation. He educates people around the world on how to recover from stress and trauma using whole foods, self-inquiry, and



Somatic Experiencing as relational tools to befriend the body and find safety within.

FAQs

How do I know if it's the right time for me to take this program?

The best time to take this class is when you are ready to commit to the time and learning it takes to build a more nuanced marketing plan. You should have enough experience with your business that you have historical data and can reflect on what's already happened to be able to create a new marketing plan.

How do I know if it's the right program for me?

It's the right fit if you are looking to be challenged in your thinking about marketing and committed to doing the work. This is not a quick fix or a class about personal branding or hacking your way to success. It is real work and takes real time, thought, and effort to succeed.

How many years do I need to be operating my business to gain the most out of this program?

This depends. If you have just started your business, you can still benefit from this class to create an impactful marketing plan from the start. However, if you have at least 1-3 years of experience running your business, you have more data to reflect on, and you will likely have more clarity in your culture and your vision for growth.

What if I'm a solopreneur and don't have a team?

This program is appropriate for both solopreneurs and companies with teams.

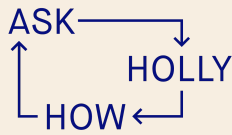
What if I can't make a class?

You will have the recordings for up to 1 year.

Will we be defining our company values in this class?

We will! It will be our very first lecture to center yourself in your own unique culture.

Will you be offering it again this year?



No, this class launches once a year.

Can my team join?

Management-level team members can join for an additional \$800 per team member. See “Tuition.”

What if I think this program would be great for my company, but I’m not the main decision maker?

This is an excellent professional development opportunity for department leads or managers within larger organizations or small businesses.

What if I’ve taken on money or am a venture-backed business?

If you’ve recently received investment, this is one of the best investments you can make with that money so that you ensure you are building out a well-thought-through plan for marketing.

How are you defining start-up and lifestyle businesses?

Start-ups are generally defined as product-based companies that are on a path of rapid growth, generally funded by investment, and eventually looking for an exit. Lifestyle businesses are defined as product or service-based companies that are building a legacy and not necessarily looking for an exit.

Will this program help grow our bottom line?

What you put into this program is what you get out. You will absolutely see this program impact your bottom line by increasing both income and profitability.

Do you provide scholarships?

There are currently no opportunities for scholarships.

How do I sign up?

We like to keep it intimate ;) To register, please email Holly @ hhoward@askhollyhow.com and include:

1. Names and titles of additional team members you want to register with you

