



Fast Break Marketing Subscription

A monthly partnership tailored for nonprofits and purpose-led businesses, offering fresh strategies to boost outreach and create meaningful results—without the overwhelm.

Three months at \$1000/month

Book a vibe check call

"It doesn't matter how much you know. Having extra eyes and a brilliant mind who can see the things you sometimes don't is always CRUCIAL to me. When Monica was my marketing consultant, I felt major relief in every ounce of my life. They have their eye on the ball and never miss a beat when it comes to business. I've hired business coaches and see the extreme value in them, but I really needed a Monica in my life more than a coach. My launches became more crisp, and my sales goals kept getting met with their support. There's no one I trust more when it comes to marketing and every aspect of business in general. You won't regret having them as part of your world and team."

- *Rachel B., Trauma Informed Business Coach*

A little support and validation can go a long way when building, growing, and sustaining an organization.

Fast Break provides a space for big ideas, pressing questions, and those challenging moments that come with driving meaningful impact.

You don't need to know everything about marketing to amplify your mission and make a difference. Let's be real... keeping up with every trend, hot take, and strategy isn't sustainable. Deciding which new approach (or tried-and-true method) to embrace and which to leave behind takes time and energy that organizations can't afford to waste.

I won't waste your time because my goal is to help you make the most of it. This monthly marketing support subscription was designed for mission-driven organizations and brands that...

- **Has seen success with its offer but has yet to reach its full potential.** Supporters are signing up, joining programs, and engaging, but you're looking for that next step to make growth more consistent and sustainable.
- **Has a solid operational foundation to build on.** Whether that's a streamlined team, a couple of key contractors, or the resilience to grow, we can test and build Human First strategies that maximize your organization's time, resources, and impact.
- **Wants to reduce inefficiencies and feel confident in their strategic direction.** The road won't always be smooth, but you want to minimize the uncertainty and spend more time moving toward your mission.
- **Feels that traditional marketing approaches aren't the right fit.** You're not against growth, but you're definitely not about using manipulative tactics to get there. Yes, you can drive engagement and support without compromising your values.
- **Wants an experienced partner to turn to for strategic support—without the hefty price tag.** You may not need more ideas; if you do, that's great, too. You're looking for a space to explore strategies, find clarity, and refocus on your work with a clear plan for the next steps.

If you vibe with all of this, you're not the only one. These wants and feelings aren't on some list of guesses; they're realities I experience with people daily.

Because even when you know your shit, putting your close-to-the-heart services out there can feel like you hitched a ride on a merry-go-round of your thoughts and questions. Like...

We're halfway through our campaign or program launch, but things have gone quiet. How can we pick up momentum and reach our goals?

We have a big idea on the horizon, but there wasn't much prep time. How can we make it happen smoothly without getting stuck or overwhelmed by the details?

Our workload has increased, which is fantastic for impact but is not sustainable. How can we keep growing and expanding our reach without burning out our team?

There's a new trend everyone's talking about—what is it, and should we consider it for our strategy?

It's vital that people at all levels of the business-building journey are supported with marketing exploration, validation, and welcomed advice.

Your marketing methods can stay fresh and play off the classics. They can support your energy and time. They can make people feel good, like where they are on their path is all good. I know, what a concept!

So, if you're feelin' pretty good about your business *and* would like to stay on top of your game, keep your marketing methods as fresh as your offers, and fully honor you and your goals...

Consider subscribing to:

Fast Break

A monthly partnership tailored for nonprofits and purpose-led businesses, offering fresh strategies to boost outreach and create meaningful results—without the overwhelm.

Fast Break starts at a three-month minimum subscription because it takes time to get settled into where you are now, test things, and set sustainable ways to get you where you want to go. It's important that I don't jump in with all the advice without knowing you and your business. After that, it's month-to-month!

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"I'll never regret a single dollar I've spent on Monica's consulting services because I wouldn't be where I am now without the clarity. It's like untangling headphone wires for your business."

I've been able to manage my own business while working a full-time job, grown from 2800 to over 10K followers on Instagram, sold out on my first product offer in 24 hours, secured a contract for plant installation in a restaurant, landed paid opportunities with major brands, and never had to change who I am to build my brand."

—Carrington, *Parts Homegrown*

Doing the most isn't my style, and the organizations I work with aren't about spending all their time and energy on marketing—nor should they be!

We're here to make an impact, and if we need to grow our reach to support that mission, let's do it without compromising our values or burning out the team.

Whether you have a dedicated team or are handling marketing yourself, having a marketing strategist on your bench can help you gather insights, overcome challenges, celebrate wins, and explore new directions.

In my experience with clients, even the most experienced organizations benefit from support when it comes to:

- **Review performance data** to focus on the most effective (less time on guesswork, more on what works!).
- **Making strategic adjustments** to increase engagement and amplify results while staying true to your mission.
- **Drowning out the noise** of every new trend and tuning in to what resonates with your community.
- **Analyzing campaigns and outreach efforts** to replicate successes or create fresh wins easily.

I'm excited to offer insights and help you tackle any marketing challenges, whether you're nailing your current strategy or need a little boost. Think of me as a marketing strategist in your back pocket, drawing on 17 years of experience to create marketing approaches that align with your mission.

Fast Break can relieve some of the inevitable marketing mysteries and impasses and lead to...

- **Less wondering what's working**—you'll have a strategist on hand to review your metrics and messaging.
- **Validation and support** for your marketing ideas will help you confidently make decisions that align with your organization's goals.
- **Tailored recommendations** to help you refine your marketing efforts, maximizing what's effective and minimizing time spent on what's not.
- **The skills and autonomy to market your programs** and campaigns more effectively, with clarity and confidence.

What you get:

- A monthly 60-minute call to review your marketing activities, learnings, and any other questions you have.
- My eyes on your copywriting with suggested edits, best practices, and encouragement!
- Ongoing email support for any simple questions during promotions or monthly marketing activities.

How It Works:

1. We set up a monthly call and email access process according to how you'd like support throughout the month.
2. Set up an initial onboarding call to outline goals for the next three months.
3. You'll have support and clarity in the direction for the next quarter of your business!

You know what's best for you, and I won't ever try to convince you otherwise. My job is to help you fast-break into a business you like without doing the most or sacrificing your joy.

Yup...

A team is nothing without its role players, and I'd love to serve as marketing support, big idea validator, and game plan collaborator.

Ready to relieve some guesswork when it comes to those big-ass marketing evolutions with a marketing strategist on your business bench?

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"Monica was the full-body exhale my business needed. Before working together, I felt like I was throwing things at the wall, hoping something would stick when it came to marketing, posting, and showing up online. Monica provided the strategic direction and clarity I desperately needed. They made posting on social media a breeze while

respecting my energy and capacity. What I truly appreciate about Monica is their ability to blend strategy with a deep understanding of your humanity. I never felt pushed to do more than I could handle. Thanks to Monica's support and strategies in place, I had to close enrollment for my group program earlier than expected because it filled up rapidly (yay!)."

- Devon Moretti, Devon Moretti Coaching