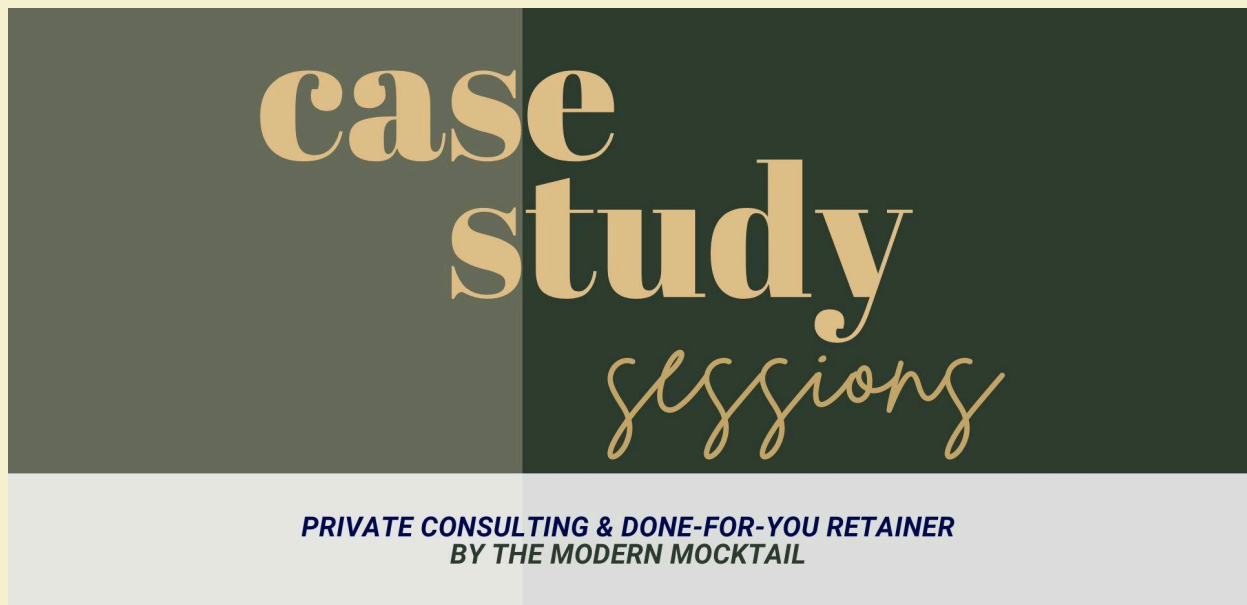


**WE ARE NOT CURRENTLY ACCEPTING ANY NEW 1:1 CLIENTS, HOWEVER, A SPOT COULD OPEN AT ANY TIME. PLEASE JOIN THE WAITLIST HERE:**

<https://marinamars.notion.site/22a62f7dd02480ff9c2de26b83cc08f2?pvs=105>

*We're so glad you're interested in the 1:1 retainer! While we're currently full, we've got other support options. When you fill out the waitlist, we'll reply within 48 business hours with additional resources to help you bridge the gap!*



## **Become a Case Study Client!**

Structured Private Consulting, Executive Support &  
Done-With-You Retainer Invitation

Hi! I'm so glad you're interested in working together.

Right now, I'm putting together a small group of people who'd like to **receive unlimited business consultation and support** so we can create successful case

studies of them increasing their profits and impact without sacrificing their life savings or sanity along the way.

Our goal is simple:

To help you:

1. **Feel Less Overwhelmed with Business Management.**

Are you constantly putting out fires instead of growing your business? I'll show you how to stop feeling overwhelmed and start focusing on strategic growth. I'll personally guide you every step of the way and help you accomplish tasks, even if you think there's too much on your plate right now.

2. **Grow Your Business Without Compromising Your Values.**

Don't want to sacrifice your personal values for business success? You don't have to. I'll help you align your business strategies with your core beliefs and achieve growth that feels right. Trust me to be with you every step of the way, even if you're unsure where to start.

3. **Achieve Profit Growth and Maintain a Work-Life Balance.**

Want to grow your profits without losing your work-life balance? It's possible. I'll guide you in implementing strategies that boost profits while preserving your personal time. I'll be your accountability partner, even if you think it's impossible right now.

You're in the right place if you:

😓 **Don't have time for essential marketing or sales materials.** You know that things like menu design, ingredient education, social media, and sales graphics are critical to your business, but there's simply no time or energy left to create them. You feel like you're falling behind because you can't get to these crucial tasks.

😓 **Feel stuck in the day-to-day grind.** You're constantly reacting to problems, with no time left for strategic growth or even thinking about the bigger picture. You end each day feeling like you've accomplished little, despite all the effort you put in.

😓 **Feel overwhelmed by business operations.** You're juggling a million tasks at once, from managing staff to handling customer complaints, and it

feels like there's no end in sight. The thought of optimizing your processes or scaling your business seems impossible when you're just trying to survive.

😞 **Struggle to maintain work-life balance.** Your business is draining your time and energy, and you're finding it harder to carve out space for personal time. You feel guilty when you're working too much, but stressed when you're not working enough.

😞 **Fear you're sacrificing your values for growth.** You're concerned that in order to succeed, you'll have to compromise on your personal beliefs, values, or the integrity of your brand. You want success, but not at the cost of what matters most to you.

😞 **Feel lost and unsure of the next step.** You know you want to grow your business and increase profits, but you're not sure how to get there without burning out. It seems like every new idea just adds to the chaos, and you're left questioning where to even begin.

After building our own businesses and helping our clients build theirs, I'm putting together this brand new program, and as such - I'm currently offering a more special, accessible, and supportive "Case Study" program opportunity.

I want to get you everything you need to make it impossible NOT to succeed.

## THE PROCESS:

Over the next few months, we'll **set up and refine the core systems and strategies** that will streamline your operations and free up your time. We'll focus on **building the foundational skills and processes** that allow you to move from **feeling constantly overwhelmed and reactive** to **being in control and confidently leading your business**, so you can **achieve consistent growth without burning out or sacrificing your personal life**.

Here's how:

# brand clarity *phase one*

**YOUR BRAND'S CORE ELEMENTS, VISION, AND AUDIENCE  
MARKET RESEARCH**

## **PHASE 1. - Brand Discovery & Clarity**

We'll kick off with a 1-on-1 call where we'll dive deep into analyzing your business, brand identity, and target market. Together, we'll refine your brand messaging, clarify your values, and ensure we have a solid understanding of how to position your brand today for success. You'll receive prompts and forms that guide you through these decisions, helping you clearly define your brand before we move forward.

Whether you're a new or established brand, this is all about getting us on the same page about where you currently stand, and where you want to be.

**Outcome:** *By the end of this phase, you'll have a clear brand direction, and you'll complete a form summarizing your brand's core elements, vision, and audience.*

**Timeline:** *Anywhere from 1 day to 3 months, depending on how established your business / revenue streams are.*



## PHASE 2. Strategic Blueprint

With your brand(s) defined, we'll shift focus to building a custom strategy for growth. This includes marketing (social media and otherwise), product positioning, and operational plans aligned with your goals. We'll collaborate on a roadmap that outlines how your business will move forward, ensuring every piece of the puzzle fits your long-term vision.

**Outcome:** *By the end of this phase, we'll have detailed action plans that you'll review and confirm via a form, setting the stage for the creation of your final materials. This will set the stage for all the work we're going to accomplish in Phase Three.*

**Timeline:** *Anywhere from 3 weeks to 4 months, depending on how established your business / revenue streams are.*



### PHASE 3. Creative Collaboration & Implementation

Now that your brand is clear and your strategy is set, we'll begin the creative work of bringing your vision to life. In this phase, we'll collaborate on the creation of the final materials—whether it's menu designs, infographics, training guides, operational structures and SOPs, ingredient education resources, and any other materials requested (*we specialize in Notion, Google, and Canva*). I'll guide the design, production and execution, but your input will be essential to ensure the finished products align with your vision.

**Outcome:** *You'll request & receive high-quality, ready-to-use templates and collaborative files that support your business goals (for both marketing and operations), and you'll complete a final approval checklist before implementation.*

*\*YES this is an extremely broad range of projects. Maybe it'd be easier for me to say what I CAN'T help with. I CAN'T help with:*

- *Selecting insurance (I can only speak "from my experience")*
- *Official legal advice (I can only speak "from my experience")*
- *Official financial advice (I can only speak "from my experience")*

- *Any official medical claims regarding any product or service (I can only speak "from my experience")*
- *Covering bartending shifts or being a manager of your staff (I make assets, accomplish tasks independently, teach, and advise)*

**Timeline:** *Anywhere from 6 months to 1+ year(s), depending on how established your business / revenue streams are and how long you'd like to work together.*

The end result is a thriving, values-driven business that not only grows profitably but also allows you to live the life you've always dreamed of—balancing work and personal time, feeling confident in your decisions, and knowing you've built something meaningful without sacrificing your sanity or principles.

## HOW IT WORKS:

Unlike most consultation, support & education programs that try to fit you into a box, I've intentionally designed this container to be as flexibly supportive as possible to help you reach your goals on a timeline that works for you.

If you only need to spend a week in phase one because you're already pretty clear on your vision, great! Or, if you are considering a rebrand / brand refinement, then we can take as long as you need to create & validate your new approach. Regardless of your unique business story, I'll meet you where you're at.

I know that as we work on perfecting your business model along with all the supportive processes & materials, there will be different things that'll come up. And it's my intention to be there for you, every step of the way, so you never feel alone, unsure, or confused on your steps.

Over the course of our work together, you will have access to:

- **1-ON-1 BREAKTHROUGH CALL:** We kick off our work together with a deep-dive where we will gain a clear understanding of your current challenges and goals, and I'll provide you with prompts to reflect on and

journal about after the call. You'll also receive a form to fill out, which will help us dive deeper into your unique situation. Once you complete the form, I'll give you some quick-win strategies to start moving the needle right away, and we'll ensure we're set up to conduct very specific market research to guide your next steps.

- **UNLIMITED ACCESS TO COACHING:** After that, you and I will stay connected every day asynchronously through email and / or Notion. Instead of waiting for a call to ask a question, get feedback or be supported, you'll get access to me daily as things come up (M-F). I'll be able to guide you through each step such as market research, offer creation, operations to support, and launching your next paid ad campaign. You never have to feel unsure again.
- **1-ON-1 CALLS ALONG THE WAY:** Once we finish a project or you are ready for more support, we'll set up a call to dive deeper. This way, you're not stuck with weekly calls you might not even need, and we can focus when it really matters. You'll save time and see results quicker!
- **TANGIBLE ACTION STEPS:** My goal is to help you move forward with clarity and confidence, tackling the overwhelm of business management and growth so you'll have tangible action steps you can take each week. These are easy to fit into your schedule and are designed to steadily build momentum, helping you achieve measurable growth without burning out or sacrificing your personal time.
- **TEMPLATE AND TOOL REQUESTS:** Need help creating the essential tools to streamline your operations? I've got you covered. Whether it's Standard Operating Procedures (SOPs), KPI dashboards, employee trackers, HR files, checklists, or staff training manuals, I can assist in building and customizing the exact templates and tools your business needs to run efficiently. These resources are tailored to your specific goals, making it easier for you to stay organized, track progress, and train your team effectively—so you can focus on scaling without getting bogged down by day-to-day tasks.
- **DONE-WITH-YOU GRAPHIC DESIGN:** Elevate your brand with my collaborative approach to menu design and marketing materials via shared



Canva files. Together, we'll create custom offer sheets, customer education materials, sales posters, table tents, and any other visual marketing / operating needs tailored specifically to your businesses. This hands-on process ensures that your designs not only reflect your unique brand identity but also effectively communicate your offerings to your customers. By working together, you'll gain insights into design principles that resonate with your audience, resulting in engaging materials that boost sales and enhance customer experience.

The goal is to help you **achieve sustainable growth and confidence in your business** without wasting time on **endless trial-and-error strategies, guesswork, or outdated tactics** and instead having the in-the-moment support that can catapult you forward.

That means, instead of spending **12-24 months and tens of thousands of dollars on ineffective approaches** trying to figure it out yourself or following outdated advice, you'll get personal support every day to make your **journey to success virtually effortless**.

## THE DETAILS:

Identifying & refining this method took me 14 years of trial and error and \$55,000+ spent working with career consultants, professors, and mentors before I was clear on how I can have this process work for business owners like you.

I'm passionate about this work because I believe that helping business owners like you who deeply care about their communities allows me to create the biggest impact possible - small business owners are the backbone of a strong country and every hometown.

And more specifically, anyone willing to put their stake in the ground in the non-alc space is a part of something bigger than any of us can truly comprehend -

What if your business helped thousands of sober individuals, allowing them to support others in their journey - can you imagine the large-scale impact on society this will have?

It is an honor and a blessing to work with you.

However, as you can imagine, since this is a very hands-on and supportive program (*in fact, I bet you won't find a more intentionally designed experience with any other non-alc business consultant & executive support role right now*), there's only so many people I can work with at any given time.

In fact, **I can only have 15 clients 0 more clients** inside my Private Client group right now.

*\*All 15 spots have been claimed!*

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That's so I can ensure you get the highest quality of support, commitment, accountability, and resources available from me. My clients are my priority.

I also realize that you may be newer to me, and so I wanted to make the decision process as easy as possible.

## **THE INVESTMENT:**

The investment is simple to make it easy to fit into your life.

It's just \$375 to get started (*first week's payment + \$125 onboarding fee*).

Then, it's \$250 every week after to stay on my Private Client Roster\*

This is an introductory Case Study Client rate and **the doors will close completely once we fill all of our spots.**

However, even when the rate increases for new clients, your rate will not increase for at least 12 months\* 🎉

If all you got from our work together was the ability to optimize your business enough to just work one less day per week, this would be more than worth it.

*\*Is this out of your current budget? Scroll to the bottom of this page to find our group programs that are all under \$500/month.*

## LOVE IT OR LEAVE IT:

Even though the duration of the three-phase process is meant to be **6-12+ months**, I understand you may be newer to my world or simply might feel unsure. I understand.

My Private Client group is for people who are excited to do the work, show up for themselves, and ready to create huge transformations in their business.

And I'd rather spend my time working with clients vs chasing payments or convincing people to stay in a program that isn't serving them. 🙄

So, you don't have to commit to the full program.

In fact, for this Case Study Program there is: **No long-term commitment. No contracts.**

All I ask is that you commit to at least 12 weeks together, so we can start building momentum together. The first few weeks are crucial building blocks for the long-term results you'll see later.

If you feel like we're not getting momentum by then, you're welcome to leave anytime.

Just keep in mind that if you do choose to leave, you're unable to rejoin for 3 months and your rate will be subject to increase.

## Questions?

If you've got a question, just drop me a line in my personal email:

[hello@marinamars.com](mailto:hello@marinamars.com)

## Want to reserve your spot now?

Click here to get started now: [https://www.marinamars.com/casestudy\\_sessions](https://www.marinamars.com/casestudy_sessions)

*\*See policy in check out link for more details*

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***Are you looking for more information on a value-packed group program for less than \$500 per month?*** Take a look at the following links:

- [Discovery Phase Launchpad](#)
  - [Effortless Operations](#) - Build out your operations
  - Our flagship program, [Bula Boss](#)
    - The Mastermind package includes BOTH [Discovery Phase Launchpad](#) and [Effortless Operations](#)!
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