



Wordtree

WHAT IS POSITIONING?

When you're considering which product or service to buy, you compare it with other, similar things. So you might choose the shampoo that is expensive and helps prevent split ends over a cheaper version. At a basic level, this is what positioning is.

The manufacturers of your shampoo have positioned it as premium and better - and this has helped you to decide it's the right one for you...

Marketing, brand and communications mentoring

Do you have all the skills and insights you need to shine in your role? Do you have years of experience and confidence behind you?

If you don't, it's good to know you're not alone.

Wordtree is here to mentor you, help you get to grips with strategy and detail alike - and help you structure and carry out projects, learning from experts as you go.

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**WHY HAVE A
MENTOR?**



WHY HAVE A MENTOR?

The way people carry out the business of marketing is changing. Until very recently, the in-house marketing model was this:

Your in-house team had sound, general marketing approaches and knowledge, and they coordinated external agencies to do specialist work.


But this tried and trusted model – that’s still the basis for a lot of teaching on marketing – no longer works for many businesses.

They want to achieve more on tighter budgets, which means they need in-house teams to be able to deliver and implement specialist strategies, analyse their results and build in contingencies and improvements quickly.

The pressure is on marketers – especially in smaller businesses.

This is where we come in. Instead of doing the work for you (unless you really want us to), we can mentor, coach and upskill marketing professionals so that they can handle everything your business needs to succeed.

We share the knowledge and approaches we’ve developed with big-name brands. And we support and encourage so that in-house teams can succeed.



Adam is 32. Before he joined a small start-up, he was a digital marketer in a large corporation. Now, he’s being asked to articulate the brand and purpose for his new organisation. He’s read a couple of books, but asks us to help him formulate a plan that will work in his business.

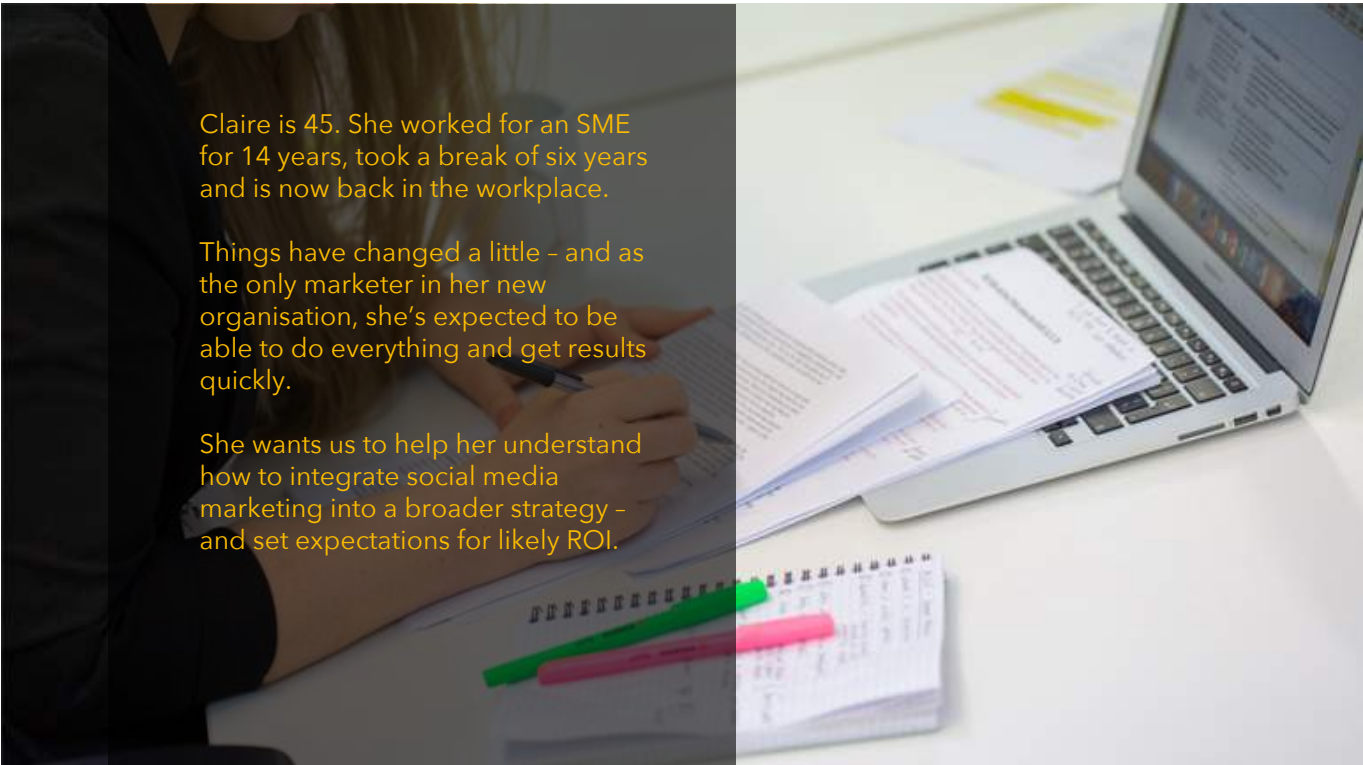
WHY IS MENTORING BETTER THAN A COURSE?

Courses can be brilliant. They can give you new skills and new ways of looking at things.

But mentoring can have deeper and faster impact because it's personalised to you and your business - and available when you need it.

On a course, you'll find out what generally works, what people generally do - and what is generally regarded as best practice.

When we mentor you, we give you advice and tailor your learning so that it works for your exact circumstances, workplace and ambitions. We're there by your side as you put your new understanding into practice. And we're here to guide and reassure at times that work for you.



Claire is 45. She worked for an SME for 14 years, took a break of six years and is now back in the workplace.

Things have changed a little - and as the only marketer in her new organisation, she's expected to be able to do everything and get results quickly.

She wants us to help her understand how to integrate social media marketing into a broader strategy - and set expectations for likely ROI.



HOW DOES MENTORING WORK?

HOW DOES MENTORING WORK?

Having a mentor is having an expert available to you. An expert who won't judge. Whose opinion doesn't matter in your appraisal. And who's ready to roll their sleeves up and help you get the focus and skill to succeed in your workplace.

This is how it works:

1) Choose your level of support

You'll find our packages on page 9. You choose the level of support that's right for you and sign up for a minimum of four months. We invoice you - and when we've received payment, we move on to step two.

2) Tell us all about yourself

We send you a questionnaire and ask you to send it back to us. Then we schedule a 1.5hr introductory meeting, call or videocall with you. During the conversation we identify areas you'd like our support with. Then we schedule a date and time for your first session. If you need us to sign an NDA, we'll be happy to do so.

3) We create a bespoke support plan

Armed with the information you've shared with us - and the level of support you've chosen - we create a plan for you. Your plan will be designed to give you new skills - or new takes on old ones - and to give you confidence.

4) You have your first session

You can take all your time with us in one block per month - or split it out into smaller chunks. So with our Cyan package, you could have a weekly hour-long call - or you could have a four-hour working session. It's up to you. We may send you some stimulus or homework before your first session.

In the session itself, we talk you through new approaches. We suggest ways for you to get buy-in - and point you towards resources we think will be useful.

5) We talk regularly

Depending on your needs, we can structure your sessions to follow a particular programme of learning - or we can respond to ad hoc issues as they come up for you.

Ajit is 28. He moved into marketing from a customer service role two years ago. He now needs to create a multi-channel strategy and has asked us to help.

Lynne is 52. She's always worked in the analytics side of marketing. However, her role has evolved to include marcomms and briefing agencies. She uses Wordtree as a sounding board to test out ideas before she presents them in her organisation.



**SUPPORT
PACKAGES
AVAILABLE**

SUPPORT PACKAGES AVAILABLE

CYAN	YELLOW	BLACK
Introductory meeting/call	Introductory meeting/call	Introductory meeting/call
4 hours monthly contact	8 hours monthly contact	16 hours monthly contact
Tailored advice	Tailored advice	Tailored advice
Follow-up emails	Written processes, instructions and checklists	Written processes, instructions and checklists
Monthly newsletter	Follow-up emails	Access to Wordtree's library of workshop assets
£250 voucher to use against any of our services (except mentoring)	Monthly newsletter	Feedback on active projects
	£500 voucher to use against any of our services (except mentoring)	Follow-up emails
		Monthly newsletter
		£1,000 voucher to use against any of our services (except mentoring)
£750 pcm	£1,500 pcm	£2,500 pcm

Minimum sign-up period = 4 months

Sign up and pay for six months to receive a 10% reduction.

Sign up and pay for 12 months to receive a 15% reduction.

All prices quoted exclude VAT.

They also exclude any travel or subsistence costs, if you want your sessions to be face-to-face.

SUPPORT PACKAGES: THE DETAILS

Introductory call

Before your call, we'll send you a questionnaire and ask you to fill it in and return it to us. Then we'll talk to you for an hour to an hour and a half to get fully to grips with what you want to achieve and the environment you're working in. As a result of the call, we may ask you to send more information to us. We'll then confirm a plan for our time together in writing.

Contact hours

You choose how you want to use your contact hours. If you'd like to have a regular call that's always 45 minutes or an hour, that's fine. Or if you want to take the time all in one session, that's fine too. If you'd like us to come to you for sessions, we'll invoice you separately for any travel and subsistence costs.

Tailored advice

The more you can tell us about your situation, the more accurately we will be able to advise you. We're happy to sign NDAs.

Monthly newsletter

In addition to our contact hours, we'll send you a newsletter each month, containing information and links to content we think will be useful to you.

Vouchers

If you decide to hire Wordtree to complete work or projects for you, you will be able to use your voucher against the cost of doing so.

Written processes, instructions and checklists

If you opt for our yellow or black packages, we will share full written instructions and processes with you for projects you want to tackle. These could include how to tackle positioning and messaging - or how to create a B2B content marketing strategy, for example. For a full list of areas we can cover, see page 11.

Access to Wordtree's library of workshop assets

We offer black package subscribers access to a range of assets - including materials to run workshops and email templates. So when you need to run a workshop on anything from brand, through to naming, you'll have everything you need to get the most from your sessions.

Feedback on active projects

We can cast an eye over your work in progress, give you feedback, make suggestions for improvement - or reassure you that we think you're on the right track.

Dan has been working in senior editorial roles for ten years. In his new job, he has been tasked with creating a tone of voice - and he has created one that he thinks will work.

But he doesn't know how to embed it across the organisation or measure its impact.

So we agree to mentor him through the process.

THE AREAS WE CAN SUPPORT YOU WITH

- Brand development
- Brand purpose
- Brand values
- Brand personality
- Brand narrative
- Brand story
- Brand alignment
- Brand workshops
- Positioning
- Messaging
- Messaging hierarchies
- Messaging frameworks
- Strapline development
- Naming
- Naming workshops
- Naming systems and frameworks
- Tone of voice development
- Measuring the impact of tone of voice
- Embedding tone of voice (except training)
- Copywriting
- Copywriting and regulation (FCA, OFGEM etc)
- Copywriting in different sectors
- Copywriting different types of collateral, including print, online, speeches, brochures, articles, white papers, instructions, sales presenters and packs, case studies and award entries
- Grammar
- Editorial processes
- Commissioning
- Campaign development
- Content marketing strategy
- Content marketing fulfilment
- Social media strategy
- Social media fulfilment
- Getting buy-in from senior managers
- Selling your ideas to colleagues and stakeholders
- Stakeholder management
- Raising the profile of communications and marketing in your business

A NOTE ON TONE OF VOICE TRAINING AND TRAIN THE TRAINER

We are happy to support you with many aspects of tone of voice – particularly around creating and deploying tone of voice.

However, we believe that tone of voice training involves a highly specialist set of skills, including advanced language and brand knowledge, people management skills and change management skills.

We therefore don't think we can coach you into becoming a tone of voice trainer simply by talking to you over the phone and sharing ideas and materials for workshop exercises. For this reason, we do not share our tone of voice workshop materials.

JUST WANT AD-HOC ADVICE?

If you simply want a call to talk through an idea - or to begin to understand how you need to approach a project - then you can book an hour-long call with us.

Ad-hoc mentoring calls are priced at £175 + VAT.

If after you've talked to us you decide to commission us to do the project for you, we'll deduct the cost of the call from our quote.

And if you decide to go ahead and do it yourself, your £175 investment will give you the insight and advice you need to progress with confidence.



**GET
STARTED**

GET STARTED

If you'd like to talk to us about any of our mentoring packages, please do get in touch.

You can call us on:

0800 1223 770
+44 (0)2920 494 307

Or email:

info@wordtree.com



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