



Investment Guide



Neuroiety® walks the line between being an outside branding, marketing, production, publishing, event, and PR agency and being a member of your in-house creative department. We don't minimize or replace the talent you already have. Instead, we fill in the skill gaps and offer guidance along the way.

An agency challenges your thinking and injects a new perspective that sparks big ideas. Neuroiety™ does that. An in-house creative leader boosts the skills of the entire team, builds a plan for long-term success, and creates a concise visual and verbal message that everyone wants to get behind. Neuroiety™ does that. Production, publishing, event experience, with a PR edge, an agency that knows how to get your work seen by your audience, influencers, and the media at large. Neuroiety does that too.



Portfolio

Energy. Income. Excellence.



CLIENT: SYLVIA BECKER-HILL
STRATEGY, COPYWRITING, WEBDESIGN, PHOTOSHOOT
PRODUCTION, VIDEO SHOOT PRODUCTION AND EDITING, COURSE
CREATION, PRINT, AND COLLATERAL DESIGN

Portfolio

Jamie Lieberman + Hashtag Legal

Legal doesn't have to be boring, at least not at Hashtag legal. This innovative law firm that specializes in modern business, intellectual property, and influencer marketing - founder Jamie Lieberman isn't your typical lawyer. Outside of rebranding the visual and verbal message of Hashtag Legal, our scope of work also included planning for the evolution of Jamie's personal brand as a speaker, author, and podcaster.

BRAND + MARKETING STRATEGY

WEBSITE DESIGN

GRAPHIC DESIGN

PRINT COLLATERAL

PHOTOSHOOT PRODUCTION

STYLING

COPYWRITING

CLIENT SALES SEQUENCE

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[HTTPS://WWW.HASHTAG-LEGAL.COM/](https://www.hashtag-legal.com/)



Portfolio

Susan A. Wells

For more than 10 years, we have been growing, building, and scaling Susan's brand (from leveraging her blog and videos into a profitable school to building her YouTube channel to over 2 million followers organically (and the income stream from the advertisement that having a large and encouraging base creates), to building out new streams of income, and becoming a sought after national trainer, speaker, and media personality).

BRAND + MARKETING STRATEGY
INCOME STREAM STRATEGY + EXECUTION
WEBSITE DESIGN
GRAPHIC DESIGN
PRINT COLLATERAL
PHOTOSHOOT PRODUCTION
STYLING
COPYWRITING
CONTENT CREATION



STRATEGY, WEBDESIGN, COPY WRITING, STYLING, PODCAST CREATION, PHOTOSHOOT PRODUCTION



Portfolio

Michelle G + Incredible Love

International matchmaker and best-selling author knows a lot about helping her clients find love, but translating her relationship prowess into brand relationship success was a miss. Together, we repositioned her offer, while upleveling the visuals and verbals surrounding the offers as well as how Michelle herself showed up. Her brand and growth strategy was designed to maximize growth and build out income streams that are easily sellable in the future.

BRAND + GROWTH STRATEGY

WEBSITE DESIGN

GRAPHIC DESIGN

PRINT COLLATERAL

SOCIAL MEDIA CONTENT

PHOTOSHOOT AND VIDEO SHOOT PRODUCTION

STYLING

COPYWRITING

TELEVISION SHOW + SPECIAL PRODUCTION

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STRATEGY, WEBDESIGN, COPY WRITING, STYLING, COMMUNITY CREATION, PHOTOSHOOT PRODUCTION, PRINT COLLATERAL



Portfolio

Amy Lokken + Müd Modular

Reframing how you see and how your audience uses a 7+-year-old brand can be a challenge. But 2020 "lovingly encouraged" many brands to "pivot" or fail. The beautiful side of the pivot for Müd Modular was the new and very needed use for on-brand visuals anywhere. Together, we reframed the main use, visuals, verbals, and packages to speak to the modern business needs.

WEBSITE DESIGN
PRODUCT PHOTOSHOOT
COPY WRITING



HOME

ABOUT

SERVICES

BOOK ONLINE

CONTACT

P
Live In Pretty
AN INDEPENDENT STYLISTS
COLLECTIVE

BE INSPIRED

Portfolio

Karen Noweki + PHX Radio X + Axiom

When life changes, sometimes your business has to as well. Together, we reevaluated Karen's life goals and recreated her existing brands to exceed the life and business goals she has. By repositing her existing work and speaking to the true needs of her clients, meeting her goals is accelerated 10 fold.

BRAND + MARKETING STRATEGY
INCOME GROWTH STRATEGY
WEBSITE DESIGN
GRAPHIC DESIGN
PRINT COLLATERAL
SOCIAL MEDIA CONTENT
COPYWRITING
CLIENT EXPERIENCE SEQUENCE + MATERIALS



STRATEGY, WEBDESIGN, COPY WRITING, PHOTOSHOOT PRODUCTION, PRODUCT CATALOG (PRINT + DIGITAL),
SOCIAL MEDIA DESIGN, PRINT COLLATERAL, MEDIA ENGAGEMENT



Portfolio

Lisa Rehurek + The RFP Success Company

Get clear on where your brilliance is truly at sometimes needs an outside perspective. With Lisa, we renamed her company and built an entire structure of income streams that she implemented immediately and over the years. From redesigning her visual and verbal presence, we have been able to increase her revenue, client base, and desirability as a sought after speaker in her industry.

BRAND + MARKETING STRATEGY

INCOME GROWTH STRATEGY

WEBSITE DESIGN

GRAPHIC DESIGN

PRINT COLLATERAL

PRODUCT CATALOG (PRINT + DIGITAL)

BRANDED MAGAZINE (PRINT + DIGITAL)

PHOTOSHOOT AND VIDEO SHOOT PRODUCTION

STYLING

COPYWRITING

EMAIL MARKETING SEQUENCE

SPEAKER+ MEDIA ONE SHEETS + REELS

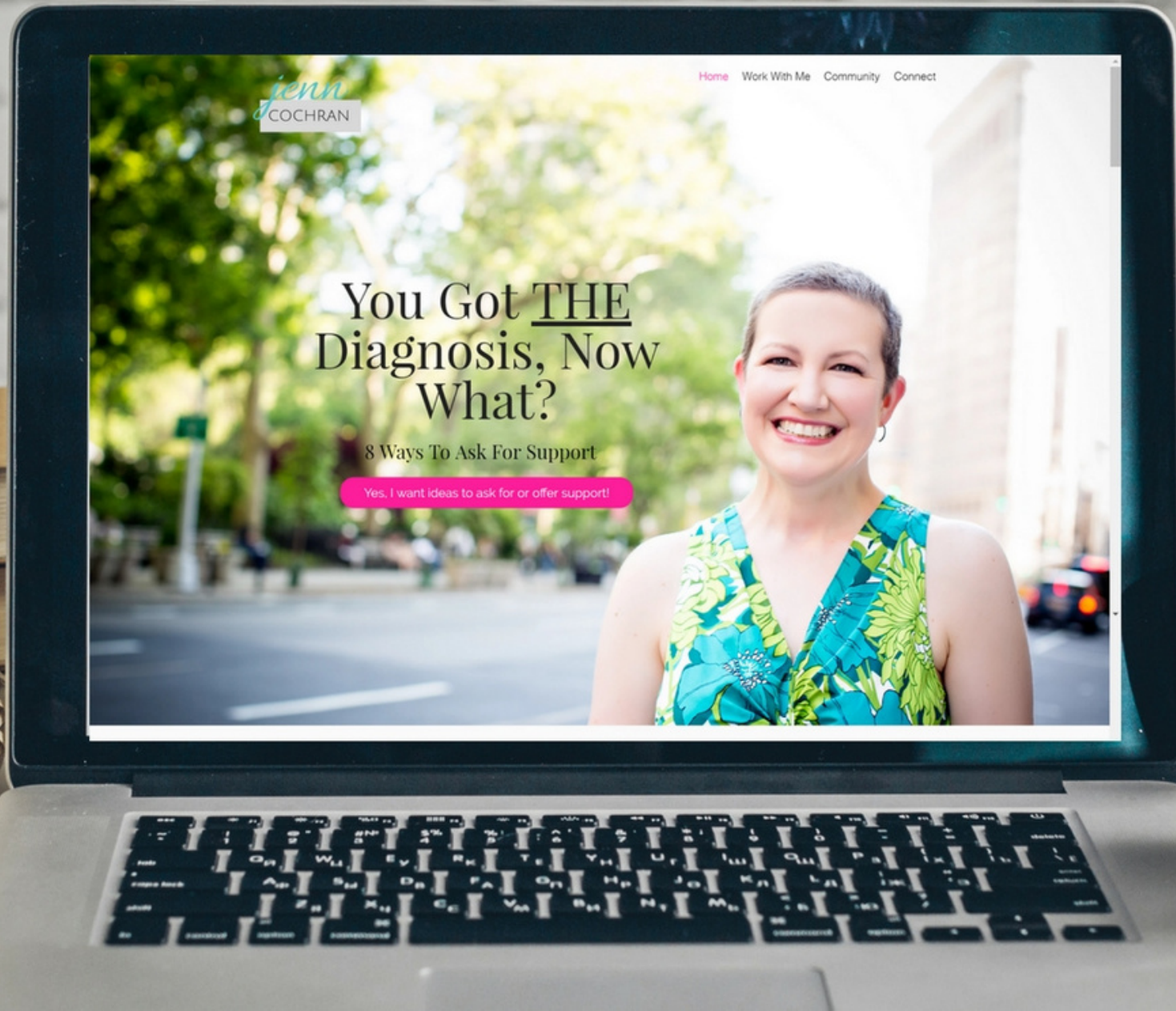
PODCAST, SPEAKING, AND TRADESHOW DISPLAY

BEST SELLING AUTHOR, PODCAST HOST,
SPEAKER, CONSULTANT



[HTTPS://WWW.THERFPSUCCESSCOMPANY.COM](https://www.therfpsuccesscompany.com)

STRATEGY, WEBDESIGN, COPY WRITING, PHOTOSHOOT PRODUCTION, ECOURSE CREATION, PRINT COLLATERAL



STRATEGY, WEBSITE DESIGN, CONTENT CREATION, STYLING, ON LOCATION PHOTOSHOOT
PRODUCTION, PRODUCT CATALOG (PRINT AND DIGITAL) , PACKAGING DESIGN



More Than Just Another Project

What stops you in your track, takes your breath away? What is so beautiful, moving, heart-stopping that in the business of life, you pause, exhale, and breath in the moment?

The truth is that those take your breath away, stop you in your track moments are meant to be experienced every day. But how?



Your work/business/brand/message should be.

Your presence should be.

All aspects of you should be.

Stop thinking of this project as just another project. If you truly believe that your business is your life's work; if you truly know the transformational value your product or service creates, then pause and recognize that your brand should be the ultimate experience for you and your audience.

Because true transformation isn't superficial. It trickles down and infuses itself into every cell of your being, from the way you move, to how you

speak, to what you wear, hold yourself, to the level of joy you experience, and exude, to how you experience the world every day.

Yes, your work, business, brand, and message truly can (and should be) a take your breath away experience for you and your audience - not just in the targeted area of your work, but throughout all areas of your audiences' lives and relationships because of the transformative affect your work has.

But few people fully and unapologetically own their transformative, luxuriates, experiential, and influential nature that their brand could have. They play small because they don't fully believe their value, don't want to come across as ego-driven, vain, or simply don't want to deal with the haters. They don't bring their best, their full effect, their full benefit because of Others.

Well no more.

We know the battle cry for excellence, to stand out, to stop playing small, play all in, to do better, play your own game, and win your own race isn't for everyone. We are all about being the opposite of the masses and knowing, living your own mind.

We are neuroiety.[®]

STRATEGY, WEB DESIGN, COPYWRITING, PHOTOSHOOT PRODUCTION, CONTENT
CREATION, PRINT COLLATERAL, STYLING, VIDEO PRODUCTION AND EDITING,
PRINT MAGAZINE



Our Work Gets Noticed

- **The New York Times**
- CAREER BUILDER.COM
- TheRichest.com Part 1
- Lioness Magazine
- AP News
- Kansas City Star
- Publimetro.com
- **THE LIST**
- **US News & World Report**
- **Washington Post**
- Chicago Tribune
- Credit.com
- MSN.COM
- The Star Tribune
- Yahoo Finance
- Work+Money
- **WALL STREET JOURNAL**
- **Fox Business**

- **CNBC**
- Sun Herald
- Seattle Times
- YAHOO NEWS
- Business Insider
- The Ladders
- PRNewsonline.com
- **ABC News**
- New York Daily News
- **SUCCESS MAGAZINE**
- Miami Herald
- San Francisco Chronicle
- METRO NEW YORK
NEWSPAPER
- Home Business Magazine
- Popculture.com
- CBS NEWS
- NEW YORK 1

- **SIRUS RADIO XM**
- **ABC Radio**
- **LA Times**
- The Denver Post
- Boston Herald
- **Apple TV**
- **Amazon Fire**
- Roku
- YAHOO Money
- ALT Summit
- **Marriott Corp.**
- NY Daily News
- The Times
- CW
- WGN Chicago

STRATEGY, WEB DESIGN,
COPYWRITING, PHOTOSHOOT
PRODUCTION, CONTENT CREATION,
PUBLICATION LAYOUT AND EDITING



we aren't average and we don't do ordinary

The Process

Because we only brand luxury, we only offer luxury experiences for our clients. Our international team allows us to create the perfect, all-inclusive process for our distinguished companies. Besides using smart science (Neuro Human Branding® Method) to your brand's advantage, our work has a lasting and evolutionary factor (aka the 3 Impressions® Method) always evoking a positive first, last, and lasting impression. So no matter how, when, and where your audience meets your brand, you will always be making a positive impression.



Discovery Call

The next step in turning your dream project into a reality is through a Discovery Call, wherein we will discuss our process more thoroughly and answer any remaining questions you might have.

This is your time to ask us any questions and for us to collectively review your needs, goals, concerns, and must-haves for this project, as well as your work overall.

You will leave this complimentary 45-minute Zoom call clear about the possibilities, timeframe, and viability of your project. We both leave knowing if our brands are a good fit and if we are moving on to the next step in the process.



THE PROCESS

Custom Project Proposal

This is when the team and Ali get together to discuss your vision and what it will take to make it a reality. Once completed, this proposal will give you the opportunity to experience the potential your project has, how far your reach can be, what your life will be, and visualize the possibilities.

If you decide to move forward with us or not, your Custom Project Proposal will give you a firm outline you can use with any vendor of timeframes, independent contractors needed, market expectations, as well as a few creative ideas to bring your project over the top.

The proposal will also have an estimate of the hours it will take to execute the project and the projected total fee based on the areas of the strategy you choose to move forward with at this time.

The Custom Project Proposal fee of \$997. This fee is taken off your project total when you move forward working with us.



Strategy

Before the tangible work begins, we must create the perfect strategy for you, your business, your goals, and your audience all with the long-term, as well as short-term, goals in mind.

Unlike most creative agencies, we don't follow outdated statistics or focus on niche marking. We look at the number one element you and your audience have in common - the human connection.

Our strategies blend business smarts with science, psychology, an artistic eye, and human nature.

NEURO HUMAN BRANDING®

HUMAN NEEDS PSYCHOLOGY

NERI® PROFILING

INTELLIGENT INFLUENCE®

IMPRESSION MANAGEMENT THEORY

NEURO MARKETING

3 IMPRESSIONS®

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This part of the process takes 1-2 months.

Besides having a clear understanding of your audience size, marketplace growth, industry perspective, colors, fonts, and desired platforms - your strategy will leave you knowing:

- The current mindset of your ideal target audience
- Which social and subconscious stories to play to and which ones to stay away from
- What to offer, when to offer it, and how to price it
- How to communicate your message clearly and powerfully on a primal, subconscious, and social story triggering levels
- The foundations of why you will love your audience and why they will love you
- How to always speak with - both visually and verbally - no matter the platform or message
- Know how to effortlessly create micro experiences of your work for your audience throughout all of your outreach
- How to meet your audience's expectations, dismay their fears, and create instant influence



Execution

Strategies are great, but getting things done is even better. The length and deliverables vary based on your unique projects. But no matter how long or short your project is - think of Neuroiety™ as your "in-house" creative team.

Usually lasting anywhere between 3-12 months, the execution process is about maximizing every resource and delivering work that is not just esthetically beautiful but also is sought after by the hearts and minds of your audience and you.

WEBSITE AND APP DESIGN / DEVELOPMENT
COPY, SALES, AND CONTENT WRITING
PHOTO AND VIDEO SHOOT PRODUCTION
CONTENT AND COMMUNITY DEVELOPMENT
TELEVISION AND FILM PRODUCTION
PRINT PUBLICATIONS (BOOKS AND MAGAZINES)
COLLATERAL DESIGN
EVENT DESIGNER AND HOST
VISUAL AND VERBAL STORY DEVELOPMENT/ CREATION
AND SO MUCH MORE

Off Boarding

At Neuroiety®, we believe that what happens within your vision and work touches every other part of your world. We believe that great design has the ability to impact your day, your well-being, and your life, as well as your audience. When we envision you enjoying all aspects of your project and the memories you will make, we are reminded why we choose to spend our lives in pursuit of that elusive feeling of being truly heard.

Having clients trust us with their livelihoods, relationships, and with the most personal desires of their heart is an honor that isn't lost on us. Our hope is that we were worthy of it + exceeded every expectation.

So when the work is done and it is time for us to step away, you and your team will have everything you need to keep your project on-point visually, verbally, and reaching your goals. But don't worry, we keep copies of all of our clients' work, so if you ever need a file or color code, we have it waiting for you.

CUSTOM PROJECT PLAYBOOK
CONTENT LIBRARIES
STRATEGY STEPS AND DELIVERABLES
ALL CONTENT
PROJECT GUIDELINES
TRAIN YOU AND YOUR TEAM



Work

Because creativity has no boundraies.



CLIENT: STACEY LANOIX
STRATEGY, COPYWRITING, WEBDESIGN, PHOTOSHOOT PRODUCTION, OFFER CREATION,

SERVICES

FROM \$9,000

Strategy

Yes, we have little interest in being, acting, or building our brands as well as influence like everyone else does.

Here at Neuroiety™, we believe that crafting the perfect strategy that has your brand standing out, influence growing, and sales soaring is just as much of an art as it is a science. This is why we love partnering with the creative leaders of their fields to discover new, innovative, and human-driven ways to create connections, build influence, and grow their bottom lines. Because a good strategy is so much more than a list of “to-do”s.

**BRAND
MARKETING
INFLUENCE GROWTH**

**MEDIA
LAUNCH
EVENT/SPEAKING**



SERVICES

FROM \$45,000

Projects

Every aspect of your brand, your professional brilliance, client experience, and intelligent influence should be a unique expression as well as a snapshot experience of your work, you, and what a potential client should expect when they say “Yes!” to you.

Our creative agency approach has you, your work, and your energy front and center. From the perfect copy that converts to make sure your visuals tell the heart of your brand story to our neuro human branding® approach to your website balances user experience and business strategy, to helping you host an epic online event or launch a real TV show. No matter what custom experience we co-create with you - there are 3 common elements that makes it Neuroitey™ worthy:

- (1) STRATEGY + EXPERIENCE,
- (2) SCIENCE + SMARTS,
- (3) VISUALS + VERBALS

AND THAT’S WHERE MOST CREATIVE AGENCIES ’ WORK
ENDS, BUT NOT HERE.

We understand that when you are being revolutionary in the expression of your brands, message, and expertise that sometimes life can throw you a curveball (or two.) From haters hating to tech just being techy, we are with you every step of the way. We are here to think of creative workarounds to a coding issue, rework an entire product/ book rollout at the 11th hour because a pandemic hits worldwide the day before your big launch (true story,) whatever you need.

Communication & Payments

We all know that time is money, but communication is gold.



Communication

From creating a private Slack channel just for your brand to having Ali's personal cell number - we are here for you 24/7/365. Plus, we will be keeping you in the loop all the way about your brand's progress, communicate with you when we need your input, and make sure you know that we have your brand's back.

All calls are returned within one business day. With Slack, messages, on average, are responded to within a few hours.

Payments

We understand the cash flow struggles that can happen as an entrepreneur. This is why break all invoices into monthly payments. If a different payment model is best for you, we are happy to discuss this.

We accept all major credit cards, Zelle, check, and bank transfers. All non-credit card payment methods receive a 2% discount on the total due. There is a 7% sales tax added to all invoices.

For projects starting over 2 months out, we require a deposit of one-month payment to reserve your spot.

All invoices are due upon receipt. All unpaid balances that are over 15 days late will have a 10% late fee added. All unpaid balances that are over 30 days late will have all work stopped until all payments have been made. All returned checks are charged a \$55 NSF fee.

STRATEGY, WEBSITE DESIGN, CONTENT CREATION, STYLING, ON LOCATION PHOTOSHOOT PRODUCTION



About Our Creative Agency

Neuroiety® has been cultivated by a team of individuals dedicated to crafting brands built around creating a beautiful legacy (and life.) A collective of creatives thoughtfully led by Ali Craig, who has helped thousands of entrepreneurs build their brand, land better projects, and leverage the transformational experiences created.



Here at Neuroiety®, we stand for beautiful design that leaves business owners empowered and self-sufficient. We believe personal style always wins over trends. We'll always choose relationships over robots, curated experiences over mass-produced, layered details over the “cookie-cutter” effect. Most importantly, we believe in standing up for what we believe in and leading by example.

Through our boutique agency, our team of editors, designers, photographers, videographers, copywriters, coders, social media experts, and account managers from around the country come together in a tight-knit, collaborative space.

Our team flexes to your project's unique needs. But no matter what, our founder, Ali Craig, is your point of contact throughout your entire project.

All-Inclusive Pricing

We hate to be nickel and dimed, and we know you do too. That's why here at Neuroiety™ we believe that it is our job to not just look out for your brand, but to also look out for your budget.

Yes, we put all of our 23+ years of industry know-how into making sure that the numbers we quote you are real and fair. And when those moments do arise where a project exceeds the estimated budget, we DO NOT pass that extra cost on to you. The only additional expense to you is clearly noted upfront in our work agreement.

The price you are quoted is the price you pay. PERIOD.

Project Management

Far too often in today's marketplace, experts are scared to step up and own the project they are running. Not us. We aren't just your branding, design, marketing, social, and media teams - we are also your project manager. We oversee every aspect of your brand. We handle the questions, drama, and anything else that may happen. This way you can focus on being your brand because you know we have your back.

Maximize Mindset

Wasting anything is my greatest pet peeve. Because of this, we are always looking for ways to maximize your budget, media hit, branding elements so that you get the most reach for your buck.

Hence, this is one reason why our founder, Ali Craig, is so opposed to piecemealing projects together. It simply costs more time and money while creating less powerful results.

You Are In Control

The creative industry gets a bad rap because most creative agencies (as well as branders, marketers, and influencer agencies) like to control all elements of their work. They build on platforms that only they can manage making you dependent on them. We are so not like that.

Here at Neuroiety™, we are all about empowering our clients. We only build on platforms that they can manage after the work is done. From your website platform to easy access to all of your design files to owning all intellectual and design property created - in the end, you own your work, not us.

Timelines

We understand that time is money for you and your audience. Plus, with our society evolving faster than ever before (on average every 4-6 months now - it was 4-6 years only a decade ago) we make sure that our work is delivered within scope and on time, always.



STRATEGY, WEBSITE DESIGN, CONTENT CREATION, STYLING, ON LOCATION PHOTOSHOOT PRODUCTION



Thank You.

We are so flattered to be considered for your upcoming project. Knowing that our portfolio + thoughtful creation process resonates with you is an absolute honor.

If, after reading through this Investment Guide, you still feel that we are a good fit or simply have questions, simply reply to this email to schedule a complimentary discovery call. We look forward to hearing more about your dreams, business, message, and how we can help you create it.

GET IN TOUCH

Contact

Have questions? We are here for you.

Feel free to reply to this email or use the information below to connect with us.

Most strategy projects will take 1 month from start date to completion; execution projects (i.e. website design, app development, production, publishing, events, etc) take 3-12 months.

ali@neuroietyinc.com
Neuroietyinc.com

FOLLOW OUR WORK



LET'S CHAT

General Inquiries: (512)937.7251

AGENCY HOURS

Monday - Friday 10AM-7PM EST

LIVE EVENT PLANNING AND HOSTING, EVENT COLLATERAL, PHOTO AND VIDEO SHOOT PRODUCTION

