

# Statement of Work for The Slow Business Explorer Program

Create your Slow Business Strategy with Torill Bye Wilhelmsen

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## The Discovery

Pre-work session where we briefly discuss your vision for your business and initial goals for our project together.

### *Result:*

How to start a sustainable and profitable copywriting and education business by developing a robust business model that allows for some recurring revenue in addition to 1-1 client work.

Create a plan to reach 1000000-1300000 NOK in yearly revenue.

Developing the concept, pricing tiers, messaging, finding the target market, writing the course outline and plan the content for the course (aka new recurring revenue stream). Planning out a marketing strategy to reach enough of the right buyers.

Ensuring that all the activities are energizing and not draining both during this time of exploring new possibilities, but also in the lifetime of the business going forward.

## The Deep Dive

The kick-off day is where we deep-dive into your current business idea to discover hidden revenue opportunities, assets and constraints. We use these to create specific goals for the project.

### *Example goals:*

- Create paths to purchase for new customers
- Create a model for marketing and selling new digital courses/memberships/evergreen courses
- Creating sustainable and right-priced copywriting packages that will be your unique model for delivering copywriting services

Time frame: Three 1-hour sessions during the course of one workday. We use phone calls for at least 1 of these, so that you can walk&talk while I take notes, and Zoom video meetings for the rest.

## The Quest

Five weekly 90-minute Slow Business Strategy sessions. We open up for creative solutions, collaborations, new revenue stream and exciting new ventures! The sessions are a combination of free, exploratory conversation and business coaching tools like:

- Slow Business Assessment
- Virtual Focus Group
- Perspective Map
- Business Model Canvas
- Revenue Planning

The result from The Quest is your overall *Plan A* for your business for the next 6-18 months, with a big goal, your Chief Initiative, to guide your work during the *journey*.

## The Journey

This is where we set out to implement your Plan A. At this point you can choose between 3 alternatives:

*The Solo Stride* where you make progress on your own, with 1 quarterly check-in from Torill.

*The Voyage* with monthly strategy sessions and check-ins with Torill to keep you on track and highly motivated.

This is a retainer with one strategy session each month and additional support in between. During each session we discuss progress, review benchmarks, talk through issues and ideas, have deep belly laughs, offer feedback, and provide tough love and unlimited support. (Minimum 6 months, 2 months notice after that.)

*The Expedition* where you embark on the journey of implementation together with more members of the Slow Business Team that possess quite handy skills like design, project management and copywriting.

## The Summit

A full day session where we wrap up the project, evaluate the goals reached through the execution of your Plan A and celebrate the achievements and the new and better business reality!

## Price

	Included	Add-on
Discovery Call	Free	
The Deep-Dive (full day)	\$1500	
The Quest (five 90 min sessions á 370\$)	\$1850	
The Solo Stride	Free	
The Voyage		\$500/month (min. 6 months)
The Expedition		Starting at \$2200 for campaigns
The Summit	\$1500	Travel costs, if in person.
<b>Total</b>	<b>\$4850</b>	

## Next step to start working together

To confirm that you want to be an adventurer in the Slow Business Explorer Program, the first step is to send a virtual smoke signal to Torill and say that you're in!

You will get a welcome email so you can get going with preparations immediately, and a business love letter in the form of an invoice. The payment can be made either up front or monthly payments, depending on how you want to do it.

Then we schedule the Deep Dive kickoff day and start with a bang next week!