

# Your business transformation

A guide to digital success & partnering with The Ambitions Agency

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We're in business to transform people's lives. Our programmes are all-encompassing business growth plans that will also build your team's capabilities and confidence around a new set of skills.

Our offer is based on two core beliefs which have grown out of many years of seeing what works and what does not.

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## 01 We believe in a single support partner

Medium-sized businesses need one single support partner to drive their growth. One point of reference for everything digital: Website, digital marketing, brand and content coaching.

Can you manage multiple agencies?  
Can you afford them?  
Will they work together well?

We believe the answer is 'no', and trying to work another way leads to leadership burnout and poor results.

## 02 We believe in your independence

Our experts will take care of the specialist work that falls to them. We don't expect you to become web designers or Google Certified marketers.

We will, though, train you to manage a They Ask You Answer content programme, grow your sales team's skills and be a vital part of your own online SEO marketing.

As our role falls away, the skills you have gained will deliver profit for years to come.

**This is a uniquely powerful offer. But is it right for you?**

**Read this guide to find out.**





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# Why must you read this guide?

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Choosing the right marketing partner for your business is vital, and this guide is here to help you work out if we may be that partner.

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**With years of experience, we've realised that the following need to be true for people to make a good decision:**

→ I understand the goals and needs of my organisation

→ I understand the agency market and what type of company makes a suitable partner

→ I understand the approach taken by each of my shortlisted partners

This guide supports all three points above and works well with an active, engaged approach on your behalf.

You must read this guide to ensure the discovery process is complete and you make the right decision.

# Things people say when we meet them

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Our clients are typically small to medium-sized businesses and third-sector organisations in the UK. They're hungry to grow but have encountered roadblocks around finding the right partner.

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Kalen from callbrightside.com was taken to the edge of bankruptcy by a poor website and SEO for his plumbing business in Kansas, USA.

Joe from Packaging Answers in the UK had a great company but no website and wanted to do it right from the word go and implement 'They Ask You Answer'.

Our client Cornwall Hospice was in dire need of a new website and was referred to us by another hospice where we had built and maintained their website for many years, helping support a £25m operation.

**Typically, we hear things like:**

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'We did a bit of [e.g. PPC, SEO, etc.] and really it didn't work.'

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'I've just built a new website, and it's not delivered a single sale.'

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'I've read They Ask You Answer, and it just blew my mind. It's so good, but we just can't implement it.'

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'The board want this rebrand to be the start of some serious growth for the company.'

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'Our competitors always seem to outrank us.'

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'We're never on page one of Google.'

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'Everything we try just sort of peters out.'

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# Discover the four critical components of business success.

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Our clients are a mix of ambitious medium-sized businesses and third-sector organisations. Like them, your future online success depends on four key elements:

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Your Brand

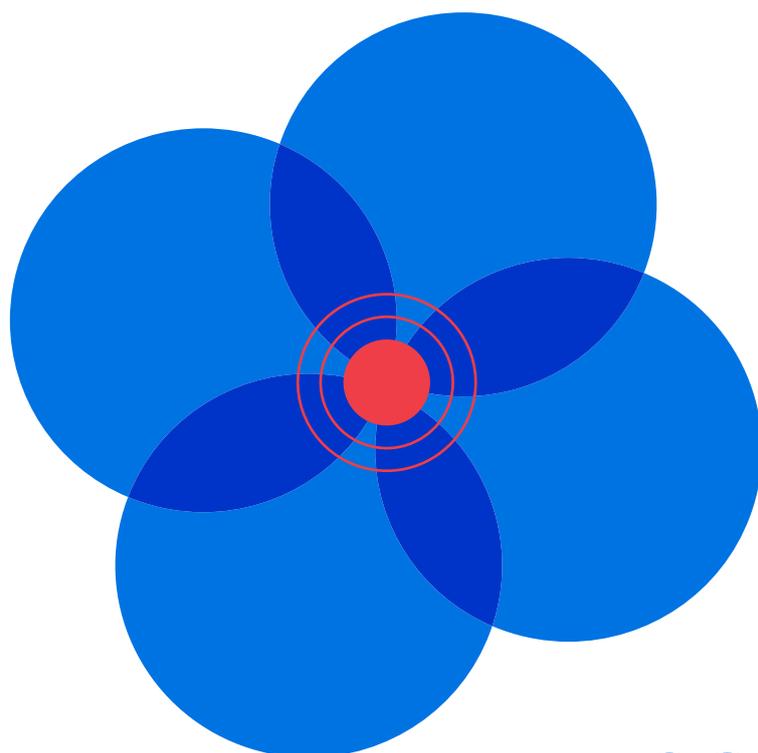
Your Content

Your Website

Your Digital Marketing

**You will only find your desired business growth if all four are optimised, so in our discovery phase (before we work together), we will conduct a full audit of all four sections.**

This guide is based around that audit process, so as you read it, you should look at your business and, where possible, audit yourself! (Some of the work involves specialised digital tools, so will not be feasible).



# Your Brand

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Whether or not you consider yourself a brand owner, you are. Recently, when Kraft purchased Cadbury's, they had no interest in the factories or the people (I'm sorry to say). All they wanted was the brand. They paid over £1bn.

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You're probably not selling chocolate, but your brand is still vital.

In retail, a brand works in our subconscious as we walk past a shelf of chocolate. It makes us grab a Dairy Milk bar.

Online, a powerful brand will make your business grow more quickly because people DO NOT BUY on the first encounter.

If they encounter your brand six times, they may buy, but not if they don't remember the first five times.

Aim to have a great logo at the heart of a considered and consistent brand ecosystem.

I'm sorry I used the word 'ecosystem', but I couldn't think of anything less pompous that worked. By 'ecosystem', I mean everything else people see – the website, the invoices, the order form, the shop front, the ads online or offline etc.





## The initial audit

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In our initial audit, we will look at your brand in precisely the same way as every single prospective customer does. In our case, though, we will share what we see. In the case of a prospect, they will simply move on, and you may never know why.

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### Does this logo appeal to me?

A great logo is a unique communication of your brand name and values. It must be simple – i.e. using only a few colours (one ideally) or have any elements that are fiddly and small (mobile phone viewers will just see a fuzz).

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### Is the typography fitting?

Next, we look at typography. The choice of the typeface for your brand is key, and to a large degree, it springs from your logo design (especially if your logo includes your brand name as a wordmark).

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### Is the colour palette appropriate?

Your brand should have a carefully considered colour palette – colours curated to work well together in all situations and applications.

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### Have you used pattern and texture to good effect?

This is often forgotten, but Louis Vitton's pattern is a closely guarded and protected asset with billions, Apple's brushed metal finish is equally important to their brand.

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### Is the photography style pleasing and appropriate to the brand?

Stock shots are very off-putting because they lack authenticity. Equally, a mixture of Styles can convey chaos and disorganisation. We show clients how to use AI image generators to solve some of their photography challenges.

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### Do the illustration and iconography work for me?

Graphic elements are often essential to a website's overall look and feel and must be carefully considered and share the same brand DNA.

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### Does the overall layout make me want to run away or stay?

People will give your website much less than one second to make a strong impression on them. All the factors work at once here, but clearly, layout is among the most important.

A slab of text is uninviting, whereas small chunks with many subheads draw a reader through your website.

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### Is the tone of voice engaging or off-putting?

The tone of voice is vital to your full brand picture and is often given very little thought.

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### Is the content and messaging coherent and consistent?

We will discuss this later in more detail. Still, once you've won the battle for attention with your overall look and feel, the next step is to ensure that the information conveyed is useful and coherent and draws the reader through to the desired outcome.

# Your Content

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## In 2008, Marcus Sheridan's Business was failing

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With an overdrawn bank account and mounting cancellations, his business, River Pools and Spas, seemed like it wouldn't make it through the Great Recession.

Then, Marcus took matters into his own hands. Each night after work, he wrote detailed and transparent answers to every common customer question, problem, and concern he had ever heard. Having learned about inbound marketing, Marcus put these answers on his company website. Then, his sales reps started using this content with prospects.

In this way, Marcus took control of his marketing and began to see tremendous results. Potential customers far and wide found their way to River Pools' website, attracted by Marcus's clarity and openness.

Not only is River Pools and Spas now a multi-million dollar business with franchises across America, They Ask, You Answer was born. It is the framework that guides businesses around the world to huge success.

Now, years later, Marcus preaches the They Ask, You Answer philosophy to companies all over the world, and he has written They Ask, You Answer — a bestselling business book in its second edition that has been translated into a dozen languages and used by thousands of businesses around the world.

Customers will buy from you if you obsess over your customers' questions, problems, and concerns and seek to educate and build trust. After all, trust is the common currency of all business.

Your website's words, pictures and videos are critical to your future success.

**As our guiding lights here, we look to two globally renowned, tried and tested books.**

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## 01 Building a StoryBrand

by Donald Miller

This book tells us how to create a website to engage visitors by making them the story's hero while we become their trusted guide.

## 02 They Ask You Answer

by Marcus Sheridan

I read this book in 2020, which changed my life. It is full of 'blinding flashes of the obvious' and, when properly implemented, will drive many visitors to your website and convert them into buyers. More importantly, it will massively improve your and your team's mental health and happiness because prospects will view you as an expert to be listened to.

Marketing and sales will suddenly work together harmoniously, delivering for the business.

# How can The Ambitions Agency help?

I was so impressed I contacted Marcus in 2021, who explained that he was looking to build a network of coaches outside his organisation to help people implement the book.

In 2022, after a gruelling year of training, I became the UK's first Certified Coach for Marcus's framework.

Our transformational coaching programmes will take your business to continual growth. With specific sections aimed at the business leader, the sales leader and team, the content manager and team and the marketing dept, the work touches the entire organisation.

Oh, and if you don't have some of those roles, then fear not, our programme includes full support around recruitment and onboarding of new team members.



Nick Burrage, They Ask You Answer Coach

## Key questions for your content audit

Is the buyer the hero, or is it all about you?

Have you got your site visitor nodding along as you outline worries and problems?

Do you offer a clear path to purchase/enquiry?

Are your Calls To Action worded correctly and in the right place?

Are prospective buyers reading 30 or more educational, honest articles before contacting you or buying?

Is new content being added at least three times a week?

Does your website offer videos on all pages?

Does your website allow visitors to get to know you and your team?

Do you offer a complete guide to working with you?

## Post enquiry

Do you use the principles of assignment selling once a prospect has identified themselves?

Are you using one-to-one video in the sales process?

Do you track which pages prospects have read to be fully informed before you meet them?

# Your Website

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**Your business dreams depend on your website.  
So make it great.**

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Many things change rapidly in the business world: a new social platform emerges, new tools and methodologies are all the rage, etc.

One constant we can rely on is that your website is the most crucial part of your sales funnel and, therefore, the critical element in building a flow of new business.

**Here are the things to consider when making a website:**

**Websites change business lives by bringing in sales.**

**You own your website.**

**It is a single point of truth for all measurements.**

**A good website will save you a fortune by saving time.**



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## Websites change business lives by bringing in sales

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Nothing compares to the power of a well-written and properly structured website to take your prospects from not knowing anything about you or even that you existed through to either buying or making an inquiry from you.

You may have never experienced a flow of business coming from a website – that is not unusual. Do not let that put you off – your aim must be to build a flow of business that arrives in your inbox.

Your website is the perfect place to define what your brand means in the minds of your prospective buyers and to turn them into profitable business.

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## You own your website

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For all the power of the various social platforms and third-party websites, it is worth remembering that any of them could change the rules or shut down tomorrow (remember Myspace.com).

Your website is your property; you make the rules, invite the guests, and get a chance to impress and make them want to stay!

There is a thriving industry in the buying and selling of popular websites, and the reason for this industry is that a popular website takes years to build successfully. It is easy to imagine a website worth far more than the business it represents if it has been carefully optimised over the years.

Think of your website just as you would think of a house you would like to hand down to your children. Invest in it in the same way, look after it in the same way, and it will be an asset for generations to come or an asset you could sell tomorrow.

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## A website is a single point of truth for all measurements

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What gets measured gets improved. Any business must have a single point of fact, a source of metrics that can be measured to understand what's working and what is not. Your website is the place to find all these critical numbers.

**Consider these, among others:**

**What is our entire addressable market?**

**How many visit our website?**

**How many buyers are converting to leads?**

**Where are they dropping off?**

**Which content do prospects engage with?**



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## A good website will save you a fortune

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Beyond being a brochure from which people can buy or make an enquiry, a website can fulfil a whole host of other functions, saving an extraordinary amount of time in your business.

With the dawn of AI, you can imagine loading every page of your website, recordings of all your sales calls and other business assets into an AI chatbot that would happily chat away to hundreds of customers, solving their initial inquiries in precisely the same way that you would.

Bookings, payments, and account information updates are all items that can drain team time, which a good website can take care of. Where would you spend the money if you could save one or two salaries a year?

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## A good website makes your team work better

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Successful business owners have a secret fifth reason for focusing on the website – they know it significantly affects their internal team. The team is likely to be the most regular visitors to the site, and it, therefore, reinforces their knowledge and understanding of the brand's ethos and purpose.

I've seen a brand refresh reinvigorate a team and make them proud and passionate about their role within the business. They are often the first to point out areas where the website isn't delivering and form a vital and beneficial feedback loop.

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## You deserve a website that is set up perfectly for success

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Barely a week goes by without us meeting someone new with a website not built with search engine success in mind. We see: poorly structured URLs, a site map that has been carelessly built on top of the last site, or a total disregard for keyword-by-page rules.

This is unacceptable and goes a long way to explaining why the 'same' website may cost five times more from one supplier than another.

# Assessing your Website

When assessing your website, consider the following areas:

## 01 Design & Branding

This guide has already covered this. Now is the time to get dispassionate, objective eyes on your site and ask them what they think of it.

## 02 User Experience

User experience covers all the aspects of your visitors' time on the site. A prime component is how easy the various journeys are – from the landing page to them taking the action you want. Here, we also need to examine the menu structure and page-by-page layout.

## 03 Content

We covered content previously, but no matter how amazing your content is, a bad website will mean nobody sees it.

## 04 Digital Marketing

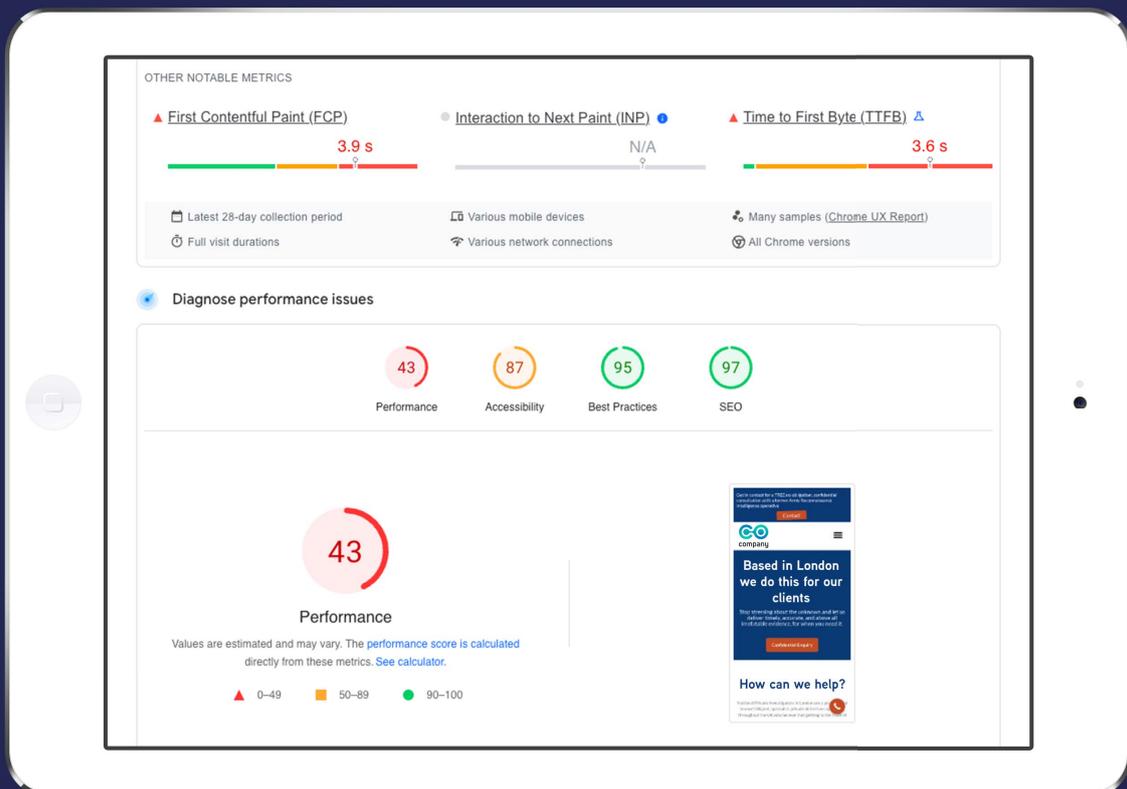
The line between website and digital marketing is very blurred – so much of what happens on your site affects your search performance that it is impossible to split them apart.



Test your website for page speed and performance  
pagespeed.web.dev



Fig. 1





# Assessing your Website

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## 05 Technical elements

**Speed and performance:** Websites that load quickly offer a better user experience. Use tools like Google PageSpeed Insights to assess and improve load times. A task to do right now is to test your URL against Google's very own testing service – simply Google 'page speed insights' and enter your URL on the page. [See fig. 1](#)

**Mobile responsiveness:** Given the number of users – likely the majority – accessing sites via mobile devices, having a mobile-responsive design is critical.

**Security:** Implementing HTTPS (SSL/TLS certificates), regularly updating the CMS and plugins, and safeguarding against vulnerabilities can protect your site and users' data.

**SEO (Search Engine Optimization):** Proper on-page and off-page SEO techniques help improve the visibility of a website on search engines.

**Reliability and uptime:** Quality hosting ensures your website is accessible without frequent downtimes.

**Scalability:** As traffic grows, the website should handle increased users without performance issues.

**Cross-browser compatibility:** Ensure your website works consistently across different browsers.

**Backend infrastructure:** Robust server infrastructure, optimised databases, and efficient content delivery can significantly enhance the website's performance.

**Content Management System (CMS):** A good CMS helps manage content easily, enables SEO-friendly practices, and integrates with other tools or plugins.

**Analytics integration:** Tools like Google Analytics help monitor user behaviour, traffic sources, and other critical metrics.

**Backups and disaster recovery:** Regular backups and a disaster recovery plan protect against data loss and potential cyber threats.

**Accessibility:** Ensuring your website is accessible to all users, including those with disabilities, is essential for inclusivity and avoiding potential legal implications for public or third-sector organisations.

**CDN (Content Delivery Network):** CDNs can reduce load times by serving website assets from servers located closer to the user.

**Caching:** Implementing server-side and client-side caching mechanisms can dramatically speed up website load times.

**Multimedia optimisation:** Compressing images, videos, and other multimedia elements can improve page load times and enhance UX.

**Robots.txt and Sitemap:** These files guide search engines on how to crawl and index your site.

**API integrations:** If your site integrates with other services (e.g. payment gateways, social media platforms) those integrations must be seamless.

**Regular updates and maintenance:** Updating software, plugins, and themes ensures security and smooth functionality.



# Your Digital Marketing

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Digital marketing is anything that relates to your position on Google and other search engines and, secondly, anything that involves you being promoted on the internet – an example of this might be where you show visitors to your site an ad that aims to bring the back while they're reading their morning paper three days later.

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Strategies include but are not limited to SEO, Content Marketing, Social Media, Email Marketing (Sales Funnels), PPC, Affiliate Marketing, Influencer Marketing, Online reputation management (GMB, FB, Reviews and how they are handled), Analytics and Data analysis and mobile marketing.

**Consider digital marketing in two parts:**

- 01** Everything that happens on your website
  - 02** Everything that happens elsewhere on the internet
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## OK - let's look at a great website

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A great website has been built from the ground up with Google in mind. (Sorry, Bing, we love you too, but you only have 2.7% of the market).

The website's structure has been optimised for Google and humans – there should be no conflict here because all Google wants to do is show people websites they will like. This means the menu structure is simple and intuitive.

A great website will load quickly – again, this is for Google and humans – nobody waits around for a site to load anymore, right?

Each page is optimised for a carefully chosen keyword or phrase – you can only rank for one keyword per page and use that KW once on your website. The content on the page must satisfy the visitor who searched for that KW.

Technical checks to be done here include your sitemap and robots.txt file being uploaded correctly.



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## Now, what about elsewhere on the internet?

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### Backlinks & Domain Authority

Backlinks are one of the key factors in determining the authority of your website. The ultimate goal is to have many high or authority websites, such as BBC News or key industry bodies in your sector, linking to your site. Obtaining these backlinks is an ongoing task that can be undertaken in several ways, from PR campaigns to guest blogging. This is a metric you should certainly be checking every month and is easily found using tools such as Semrush.

**Domain Authority is given a score out of 100, which can be checked easily by you and should be monitored.**

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### Display Advertising, Remarketing & PPC

These three techniques are all available to you. As with any marketing campaign, they need to be carefully planned and monitored by experts to ensure that they are running in the most efficient way possible.

**Display Ads** appear on websites and within apps and can be image, video or text-based. They aim to work well in their context so that you hit people when their mindset is tuned towards your offer.

**Remarketing** aims to nudge your site visitors who did not convert into coming back and taking the desired action. You may have noticed how a website you browsed recently shows you ads – it's no coincidence.

**PPC (Pay-per-click)** is when you pay to have people click on your ad. This involves you bidding for attention and can be done on Google's results page or elsewhere.





# Assessing your Digital Marketing

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Here's a useful digital marketing checklist and one that we will use during your initial audit:

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## Initial prep list

- DNS – ensure details are accessible
  - Hosting – ensure the package is sufficient, and we have access for our technical requirements
  - Website CMS – Wordpress
  - Template – Needs to be an updateable, and accessible template
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## Account setup checklist

- Access to all Google Accounts
  - Access to all Social Media Accounts
  - Ensure the domain is not compromised
  - Ensure plugin checks have been done
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## Web checklist

- URLs are optimised
- Click depth is not high
- Ensure no broken links
- Sitemap is reviewed
- No orphan pages
- Anchor texts on internal links present, where relevant
- No empty titles / descriptions
- No duplicate title(s) / descriptions
- Not too long titles / descriptions
- Titles, H1-H5, meta descriptions and keywords are present
- Content check, focus keyword optimisation
- Images compressed and correct size
- Videos entered with links from youtube
- All forms are checked and correctly setup
- Payment format setup and tested
- Spam recaptcha setup
- SSL certificate setup
- Terms and conditions, Privacy Policy, Cookie Policy and GDPR

## Mobile checklist

- Check mobile URLs
  - Check mobile page speed
  - No intrusive pop-ups
  - No layout shifts
- 

## Page speed checklist

- Load test on the server passed
  - Check core web vitals score
  - Check performance score
  - Optimise images and multimedia
  - Minify CSS and Javascript
- 

## Website indexing / crawlability

- Sitemap in robot.txt file
- Ensure no pages are disallowed by robot.txt
- Ensure no pages are blocked by no index meta tags / x-robots-tag
- 404 page setup correctly
- Canonical www/non-www setup
- No https/http duplicates/mixed content issues
- Check 301 redirects
- Check 302 redirects
- 304 response setup properly
- No long redirect chains
- Check canonical URLs
- Fix duplicates
- Check localisation / hreflang tags



# What's it like working with The Ambitions Agency?

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## We are responsible for your business success

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Our expertise covers all the areas you need to grow your organisation. We will always look at the whole picture and not allow you to proceed with any activity that might be a waste of your money. One example is simply building a website without the other required elements that will realise a return on that investment.

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## We expect you to be an engaged and active learner and collaborator

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We will always make clear what we expect of you in the partnership. Simply 'handing over the keys' to us or any agency never works. Likely, this will involve your time for meetings and work and learning.

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## We aim to have you enjoy working with us as you see results and a growing skillset

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We don't aim to turn you into Google experts or talented designers! However, we know that your success depends on you growing your knowledge as you work with us to be a strong team player. Nothing makes the process more productive than it being enjoyable.

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## Honest, open communications

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A great partnership requires honesty, openness and directness. Please always be open with everything you are thinking or worried about. Equally, we will always be direct, and sometimes we'll have to tell you that an idea isn't good. We'll do it with a smile, of course.

# The team: Who will you meet?

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## Nick Burrage

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Hi I'm Nick, and I'm the one writing this guide! I have two distinct roles here at the agency: Firstly, I'm the founder and the owner, and I meet all of our clients and help guide their projects throughout. My second role is as your content coach for all of our They Ask You Answer work.

When I'm not working, I'm out with my greyhound, Ginny or training for my next CrossFit competition – this sport is my hobby, my fitness activity and most of my social life in one. I have a son who lives in Seoul and two daughters here at home in the UK.

## Karen Moate

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Karen is our design director and is a dynamo of design brilliance, responsible for all of the beautiful websites and brand designs you see. Our design output is an area that others simply cannot replicate because talent such as this is very hard to find outside of the huge London/New York axis of huge agencies. Karen is supported by our family of trusted artworkers and designers that we bring in as needed.

At the weekend, she's often found on a sailing boat with her partner, Rob.

## Liyana Van Wyck

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Liyana (say: Lee Ah na) is our head of all things digital and is in a constant state of studying, not only because she must pass stringent exams for Google each year but because digital is always changing and she takes huge pride in being absolutely up to date. Liyana is meticulous and detailed. She also tends to start work at 04.00 so don't be alarmed if you get emails very early!

## Katie Stanbury

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Katie is a project manager here which means she'll look after you and keep both you and all of us working efficiently. She's got a great eye for detail and is excited to be on her learning path with They Ask You Answer.

## The wider team

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We also have Wesley, Liyana's husband on our digital team and they are both based in South Africa near Durban, Rick & Kevin (developers) and Alison (finance) on the team.



Corporate Livewire Awards 2021  
Best Branding Agency



Corporate Vision Media Innovator  
Best Bespoke Web Design Studio  
- South England



Southern Enterprise Awards  
Most Innovative Web Design  
Agency - Devon





# What does the process look like?

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## Phase 1 - Discovery

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In this phase, we aim to discover your situation and build a plan for your success. The most crucial part is a Digital Footprint Audit because it shows you everything happening online.

**The stages will likely look like this:**

**Initial contact**

**You read this buyers' guide**

**You complete a questionnaire**



**Meeting 1:** We hear all about your situation and ask any questions arising from the questionnaire.

**Output:** We jointly decide if a Digital Footprint Audit is an appropriate next step.

Digital Footprint Audit is carried out – this relies on you granting access to various platforms and several days of work from us.

**Meeting 2:** We show you your digital footprint audit results.

**Output:** We jointly decide if a proposal is useful and share outline numbers

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## Phase 2 - Proposal and agreement

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In this phase, you will review our proposal, and we can discuss and adjust it as appropriate.

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## Phase 3 - A typical workflow

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Content Coaching and Digital Marketing programmes are always run every month, and you should expect a series of meetings in months one and two before we settle into a routine of one or two meetings per month.

Resolving your brand and website is usually where we begin, and in this case, the initial work is to build a complete brief from conversations with you.

In both cases, expect at least one significant weekly meeting in months one and two.

Building a new website (if you do not have one) is quicker and can be done in four weeks from when we have all your content.

Rebuilding an existing site is usually longer because more pages are involved – this can take 6 – 10 weeks, depending on scale.



# What documents should you request from an agency?

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Any good agency will have a robust planned process around its work. You should always request to see a copy of the guide for any work that is proposed. In our case, the documents below are available for your inspection and will be shared during discovery or you may simply ask to see them.

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Logo Process Guide

Website Process Guide

Work agreement

Hosting

Ongoing Support





# What are the costs likely to be?

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## Branding and Design Costs

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With brand design, it is impossible to see the end of the process before you buy. With that in mind, the one thing I can say is that I never get tired of the look on people's faces when they first see a new logo or design – a big smile and 'wow, just what we wanted' is what I see and hear. It should also be said that nobody has ever paid us (or any other agency) for a logo they didn't love.

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### Brand book

A brand book should not be confused with brand guidelines. A brand book is the foundation tool for everything that follows, and it contains your vision, mission, values, behaviours, brand positioning, brand promise and your visual and written tone of voice. The process begins with interviews with key people and customers or service users.

One or two collaborative workshop sessions follow, guiding all work on your brand from there on. Importantly, it provides everyone in the organisation a chance to contribute and feel ownership of the brand that emerges.

**Brand book £5,000 ex. VAT**

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### Logo creation

The full process for Logo creation is contained in our logo process guide. It is a collaborative process, and people find it incredibly exciting to see their future brand come to life.

**Logo creation £4,500 ex. VAT**

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### Brand guidelines

Creating a full set of brand guidelines is helpful for larger companies where maintaining consistency across all touchpoints would be difficult. Brand guidelines ensure that everything from the logo to colours, photography, illustrations, and writing style are consistent and coherent.

The time involved varies depending on the intended use.

**Brand guidelines from £7,500 ex VAT**



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## Website Design and Build Investment

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The deliverable here is not simply 'a new website' – we leave that to agencies without Google experts in-house. The aim is a website perfectly tuned to the needs of Google and the people visiting your site.

That means building it in line with expertise from our Google Certified team and being designed by Karen and her team to be a compelling, engaging website that people will want to visit repeatedly.

**A typical website investment is £15,000 – £25,000 ex VAT. Fees are typically split into five stages over a few months – always specified in the agreement.**

For costs to be at the lower end, we are creating a simple website from scratch for a new business or one that does not have a website.

**The factors that increase the time we need (and therefore the cost) are:**

**Pages on current website**

**The number of pages**

**Integrations with other systems**

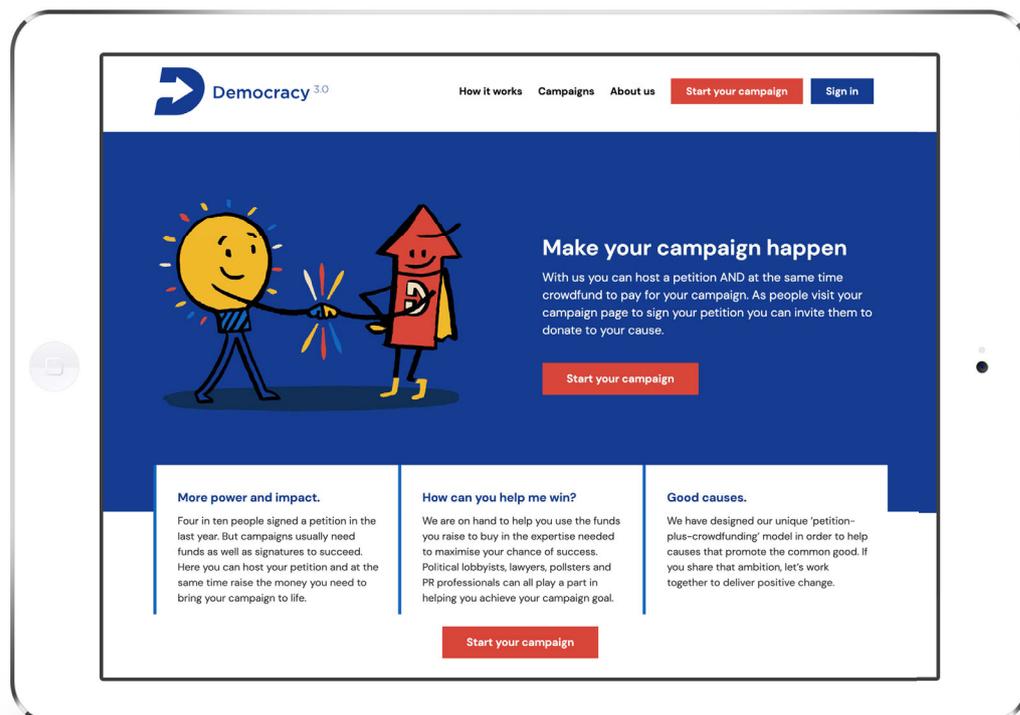
**Complex functions such as calculators**

**A learning centre**

**Graphic elements**

**Photography**

People are often surprised by how many pages their current site has, so why not use a free online resource to get a page count now?



our logos

**trevi**  
where life begins



 **jasmine**  
MOTHER'S RECOVERY

 **sunflower**  
WOMEN'S CENTRE

 **daffodil**  
FAMILY CENTRE

our colours

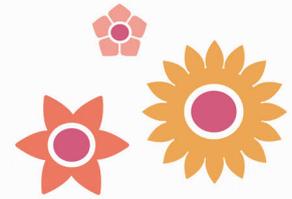
Primary colours



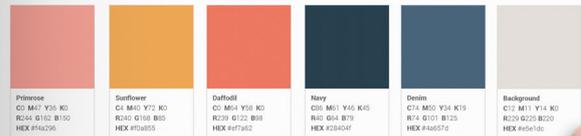
**Trevi Purple**  
C05 M81 Y15 K4  
R17 G52 B123  
HEX #4D3A7D

**Trevi Pink**  
C13 M75 Y59 K2  
R212 G12 B126  
HEX #E65C74

**Trevi Stone**  
C30 M29 Y38 K9  
R179 G157 B150  
HEX #A97A79



Secondary colours



**Pilestone**  
C0 M47 Y39 K0  
R244 G162 B150  
HEX #F4A469

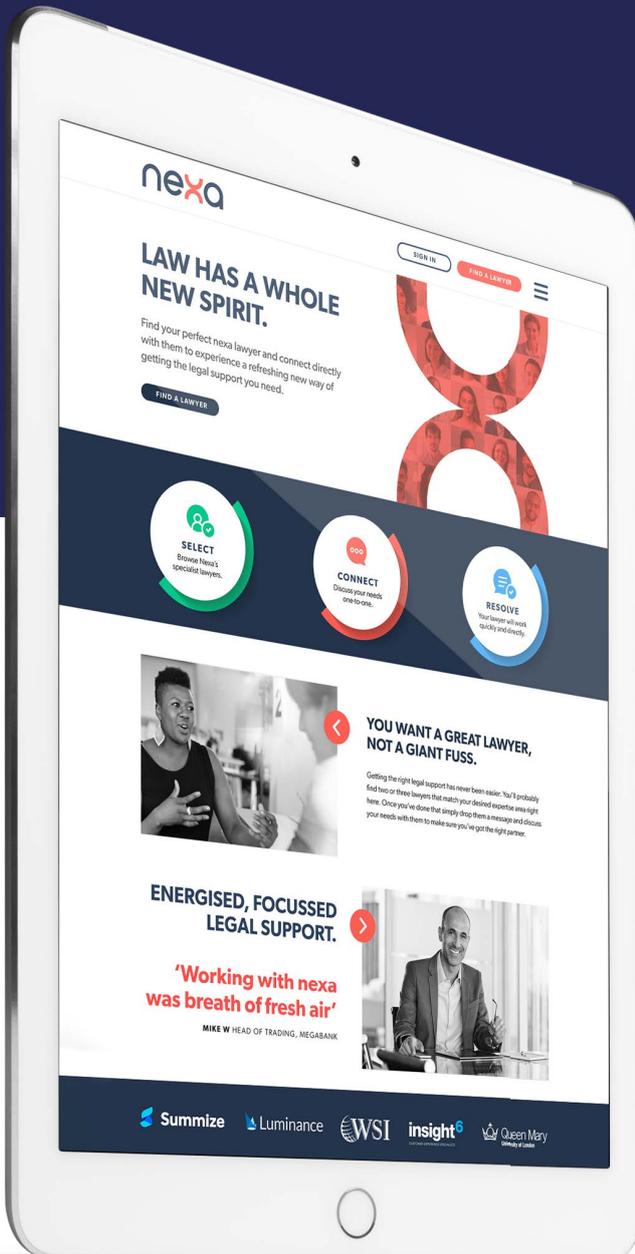
**Sunflower**  
C4 M40 Y72 K0  
R240 G158 B0  
HEX #F4A469

**Daffodil**  
C0 M54 Y58 K0  
R239 G172 B0  
HEX #F4A469

**Navy**  
C05 M01 Y46 K65  
R40 G54 B79  
HEX #2D3748

**Denim**  
C14 M50 Y34 K19  
R14 G101 B125  
HEX #4682B4

**Background**  
C12 M11 Y14 K0  
R220 G220 B220  
HEX #E0E0E0



**Bramfitt.**

**ripple+**

**Nillavan**

**nexa**

**ROOFING SUPERSTORE™**

**Step One**

**fulfilrr**

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## Digital Marketing Costs

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The aim here is to have you break into a big smile every time you glance at your Google dashboard. There is little more exciting than seeing your site visitor numbers booming along with sales, of course.

During this work, you'll get a fascinating insight into your audience – you'll see how their search terms change over time and which bits of your content they love. I particularly enjoy watching competitors' actions in response to our clients' success – we then have to outwit them again! Great fun and the cornerstone of huge business growth.

Work here will be carried out monthly. Our team of experts will work to show you what is possible and where your best opportunities lie. They will want to hear from you at every stage. The fun bit is watching how your competition reacts to your work and outsmarting them!

Time with the team costs £130 ex VAT per hour. We do not usually work for less than 10 hours per month on one client because to perform well, the team needs to be focused on your work for a significant period each week, if not daily. We don't want your project 'falling between the cracks'.

**Expect to invest £1300 – £5000 ex VAT monthly for a basic SEO package.**

We charge 10% of your Ad spend for additional items, such as PPC.  
Expect to see SEO investment returned as additional profit within 6 – 9 months



# They Ask You Answer Costs

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Content coaching aims to build you a whole new marketing machine that will grow and deliver profit indefinitely, long after we are finished working together. This means it involves nearly everyone in the business and is always truly transformational. Our full program guarantees to double the size of your business or we will work for free until it is done.

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## 01 The full program – Mastery leading to certification

Our content coaching delivers a complete business transformation based on the principles outlined in the book 'They Ask You Answer'. Our Coach, Nick Burrage, trained alongside the coaches at Impact, Marcus's agency, and is still in ongoing training and assessment with them.

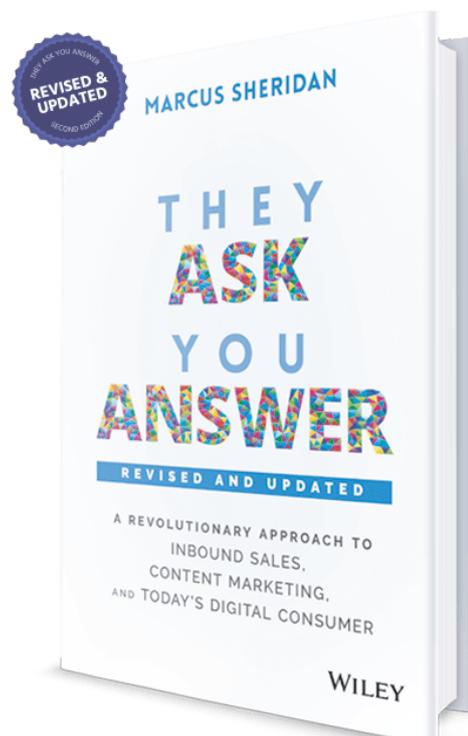
By joining the full program, you can access a huge library of tools and educational resources and attend inspiring biannual summits in the US. You will become part of a global community of successful organisations.

The programme's goal is to get you to a complete implementation of the framework. Along the way, you will see a new alignment between sales and marketing and see you become the trusted voice in your sector. Site traffic generally increases by multiples of 100%, and sales grow accordingly.

**Specifically, the agreement states that you will double your business size over 18 months.**

## 02 The Foundation program – for smaller businesses

## 03 The Company Kick-off Day



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## They Ask You Answer Mastery leading to certification

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This programme will take a small business (1 – 4 people in training) to They Ask You Answer Mastery in 18 months.

### What's included?

Full implementation of They Ask You Answer

Business-wide buy-in and excitement

Access to Marcus Sheridan's library of learning materials and tools

Join a community of highly successful, like-minded business people

Fully supported hiring and onboarding of new team members

Hand over concerns and challenges to your coach

Ticket to attend a They Ask You Answer summit in the USA

Achieve clear objectives: Certification for your business and key roles within it

It includes specific coaching for all of the following roles – outcomes shown:

**Business leaders:** Confident to manage a newly harmonised sales & marketing team and sales process. Business growth is on track to double within the contract period.

**Sales leaders:** An improved sales process with higher conversion and vastly fewer wasted calls. Confident and regular role-plays to professionalise the team and further boost performance.

**Content Managers/writers:** Recruited and onboarded with full support, ongoing training and development to deliver confidence in all areas of SEO, content creation and video scripting.

**Videographers:** Recruited and onboarded with full support, ongoing training and development to deliver a confident, highly productive team member.

**Marketing team:** Fully upskilled to create a team that delivers precisely the assets sales need both to bring in more leads and to close more of them.



### Digital sales and marketing mastery.

**They Ask You Answer – £3250 ex VAT per month.**

\* Note that for smaller businesses we are happy to defer some of the cost until the business has grown and hit pre-agreed levels. Expect to hire a Content Manager during the programme (and see your business grow even faster).



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## They Ask You Answer Foundations

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**The Foundations course is designed to put smaller businesses in a financial position to move into our full certification programme. It is suitable for solopreneurs who wish to add a powerful source of knowledge and accountability to their team without a full salary investment.**

This does not lead to certification or carry a guarantee of doubling business size.

**Foundations of They Ask You Answer £750 ex VAT per month**

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## Company Kick-off Day

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**No transformative business framework can be successful without full buy-in from the whole team and a clear road map to success.**

A complete alignment day delivers this by giving everyone an exciting and inspiring view of what is possible and a clear sense of what they can do that will make a difference.

The day begins with a high-energy full team workshop in the morning. In the afternoon sales, marketing and business leadership work to build the plan

**Company Kick-off £2000 ex VAT (plus travel)**



# Problems [and solutions] with marketing agency relationships

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In this section of the guide, we want to share some of the typical problems we see people have before they arrive with us and also share issues we have seen arise for our clients.

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**'We did a bit of [marketing tactic] before, and it didn't work.'**

This is by far the most common phrase we hear when people arrive. People are sold on the dream of success from one particular thing an agency does and are disappointed when it doesn't work.

The solution here is as we stated at the start of this guide, to look at all business areas at once and optimise them all.

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**'Our last web agency took way longer than they said.'**

One glance at our website process document will tell you that we have a rigorous and robust process in place to avoid just this problem.

Specifically, we will only promise a delivery date once you have done all the work you need to do to help us build the content. Once the work is on our hands, we will deliver within the time agreed.

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**'I love the work, but the boss has had a look and wants to cut some budget.'**

Whilst we are happy to work for sales or marketing leaders, we insist that the overall business leadership is involved in key early-stage meetings and reporting meetings throughout the process.

Our programmes are built to deliver clear commercial results; therefore, we work closely with leadership to ensure they fully understand the work.

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**'I don't understand SEO, but it never seemed to work for us.'**

Anyone hoping to manage a successful digital marketing program must undertake to grow their knowledge to be a valuable member of the team and to bring accountability and discipline to the process.

Working with us will mean that your knowledge of any particular marketing area will grow – we'll make sure that it does in a structured and time-friendly way for you. Your growth is a cornerstone of the programme's success.



# What have others said about us?

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[You'll find all these reviews and more on our Google reviews.](#)

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**Nick and the team have supported and enhanced our strategic brand goals for a number of years, and our business is all the better for this relationship. We are super pleased to be able to recommend The Ambitions Agency!**

Ben Hodson, CMO Stores Group

**'Highly recommended from concept to launch of Wordpress website including specialist SEO integration. Ambitions went over and above to understand our charity, values and people.'**

Robert Maltby, St Luke's Hospice

**'We have used the Ambitions Agency for many years. We have always found them to be responsive, efficient and very good value for money. As one of their smaller customers, we always feel that we are treated with the same urgency and respect as their bigger customers. I would thoroughly recommend them on every level.'**

Vicki Moore, Trevi House

**'Nick was very helpful and I appreciate his patience. Showing step by step of what to do and how to navigate around the website was really useful. After each session, he sent the recorded clip too, which really helps jog my memory for future amendments. Many thanks!'**

Izzy, Flete Estate

**'Wouldn't it be great to work with an agency that provided exactly what you had asked for? One of the great things about Nick and the team at the Ambitions Agency is the service and support. You ask and they will answer, which will come as no surprise as Nick is a certified coach from the school of Marcus Sheridan (Author of the best-selling book They ask You Answer). The support has been amazing and I cannot recommend them highly enough. Great job, thanks Nick and the Team.'**

Steve Gaskell, Action Coach UK

**'As a complete novice to the marketing game, Nick and his team made the whole process understandable and smooth. More importantly, though they took the time to really understand our organisation, values and ethos. This was evident when it came to the rebranding of our business! They delivered more than we could ever have expected. Couldn't recommend them enough.'**

Becki Moss, Inspire Interventions

**'Incredible service & knowledge. The guidance from start to finish was amazing, nothing too much hassle and clear guidance on what was required from me. The site is fantastic and so much more than we ever expected. thank you so so much'**

Chloe Hodgkinson, CrossFit ISCA

