



2024 SERVICES + PRICING

INTERO
advisory

interoadvisory.com | January 2024

At Intero Advisory, we are committed to a more intelligent approach to revenue generation by ensuring your brand, presence, and network are elevated and aligned.

By embracing our **"It's Business, Not Social" methodology** and leveraging selective intelligent automation, you can prioritize meaningful relationships with your target audience, build a better professional network and elevate your brand and presence.

Our comprehensive sales and marketing consulting packages are designed to provide individuals the tools, knowledge, and skills to optimize their go-to-market strategy.

CEOs, sales and marketing leaders need to equip their teams with proven strategies that don't overwhelm and annoy potential and current clients.

From full-service solutions to self-guided options, we provide various tailored programs to meet diverse needs and budgets.

The following overview provides insight into all of our services so that you have an immediate understanding of where we may fit into your learning and development, business development or marketing initiative.

"It's Business, Not Social" written by Colleen McKenna shares the approach she and her team crafted from working with CEOs and leaders throughout North America, Europe, and the U.K.

If you're not ready to invest just yet, we encourage you to check out our blog and sign up to receive our newsletter to continue to get to know us and stay informed. And, of course, [let's connect on LinkedIn.](#)

Branding Kit + Coaching

OBJECTIVES

- Develop your LinkedIn presence to demonstrate credibility, highlight professional accomplishments and showcase your leadership and business successes
- Leverage LinkedIn for building business-critical connections
- Establish a Personal Branding Kit including:
 - LinkedIn profile
 - Resume
 - Bio - 3rd person
 - Cover Letter template

SAMPLE PROFILES

[Demonty Price](#)

[Deborah Saneman](#)

[TK](#)

[Linda Nelson](#)

[Regina Young](#)

[Jim Paras](#)

[David Fell](#)

[Victoria Price](#)

[Chris Hausberger](#)

DELIVERABLES

Profile Development

Your LinkedIn profile will serve as the launch point and during your profile interview, we will gather the necessary information to develop the following:

- LinkedIn profile
- Resume
- Bio or cover letter

Once your profile is completed, you will then receive two 60-minute LinkedIn coaching sessions to develop your LinkedIn strategy and learn best practices for maximizing LinkedIn.

Profile Development Project Timeline:

Profile Interview 60 minutes

- 1st profile draft to client within 5 days of interview
- 2nd profile draft to client within 2 days of client edits
- 3rd draft or final approval within 2 days of clients edits
- Call to update profile together

The goal is to complete LinkedIn profiles in a timely manner, 2.5 weeks or less and is dependent on each client returning their edits in a timely fashion either by email or on a review call.

Once your profile is complete we begin your resume and bio.

Ongoing Insight | Consulting + Guidance

Coaching

Coaching sessions increase your familiarity with the LinkedIn platform, decrease your learning curve and provide strategy and tactical actions to use the platform professionally and effectively.

Coaching Timeline:

- Each coaching session is via Zoom, is 60-minutes and recorded for future reference.
- Each session will provide you with strategy and tactics so that you have a complete understanding of how to best leverage LinkedIn for your short and long term goals.

INVESTMENT

Profile Branding Kit:

LinkedIn profile, resume, bio and two coaching sessions: \$3000

Options

| | |
|--|---------------|
| LinkedIn profile only | \$900 |
| Intero Insight - network benchmarking | \$350 |
| LinkedIn profile and one coaching session: | \$2000 |
| Additional 1:1 coaching sessions: | \$450/session |

Ongoing Engagement - Intero Premium

\$1200 monthly/person

3 to 6 month consulting arrangement

- Intero Insight Network Benchmarking
- Personalized LinkedIn roadmap
- Guided content plan and guided execution
- Guided LinkedIn personal branding
- Bi-weekly 60-minute working/accountability sessions

Ongoing Engagement - Intero Lite

\$600 monthly/person

3 to 6 month consulting arrangement

- Intero Insight Network Analysis
- Self-guided LinkedIn Roadmap
- Monthly 60-minute working/accountability sessions
- Self-guided LinkedIn personal branding

Terms, Details + Next Steps

[Cancellation Policy - please review](#)

Next Steps

- [Arrange a call to discuss Overview, options and next steps](#)
- Intero Advisory will provide agreement for signature

Payment Terms

100% due in advance to initiate your engagement. Ongoing Consulting is invoiced and payment is due in advance of each month of the engagement. Through our secure system, a credit card can be kept on file for easy processing.

ACH or credit card is the preferred form of payment. ACH information will be provided once an agreement is finalized and signed.

Pricing is subject to change.

Intero Key Contacts

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