

# Pricing & Package Specifications

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Full breakdown of deliverables, pricing, and package scope



## Why the Blueprint replaces **four traditional firms**

Demographics tell you who the buyer is, we build the Mechanical Infrastructure for their conversion. Achieving this usually requires four disconnected specialists: Brand Strategy, Market Research, Senior Copy, and Customer Success. We fuse these into a single Installation Protocol that covers acquisition through retention.

Service Category	Typical Investment	What They Deliver	What The Blueprint Provides
Brand Strategist	£7,500 – £25,000	Positioning strategy, value proposition, and messaging frameworks.	The psychological layer beneath positioning. Why your buyer trusts certain signals and rejects others.
Market Research Firm	£15,000 – £50,000	Market segmentation, consumer behavior analysis, and competitive intelligence.	Psychographic mapping of how your buyer decides, their hidden beliefs, emotional blocks, and action triggers.
Senior Copywriter	£5,000 – £20,000	Campaign-ready copy for ads, emails, landing pages, and sales assets.	Messaging that mirrors your prospect's internal monologue, delivered as ready-to-deploy hooks and objection scripts.
Customer Success & Operations Consultant	£8,000 – £30,000	Onboarding frameworks, churn reduction strategies, and cross-functional playbooks.	Psychological friction mapping that predicts churn triggers, segment-calibrated onboarding, and shared team alignment.

*Pricing is based on established agencies and senior specialists providing comparable strategic depth and business impact.*

# The Three **Blueprint Packages**

## 1. Focused Blueprint Package - £5,997

### Ideal for:

- Businesses validating product-market fit before scaling investment in marketing infrastructure
- Single-product companies targeting one clear market segment requiring precision messaging
- Service providers transitioning from generic positioning to psychographic intelligence
- Organizations testing psychographic methodology before committing to comprehensive market coverage

### You get:

- **3× Psychographic Segments** – Core psychological archetypes within your market, each with complete behavioral profiles
- **108 Ready-to-Deploy Hooks Staged by Funnel Position** – Calibrated messaging for Top/Middle/Bottom funnel deployment
- **Identity Baseline Map** – Foundational profile of your buyer's identity, priorities, and self-story.
- **Friction Parameters** – Diagnostic mapping of barriers creating decision resistance
- **Psychological Diagnosis** – Root-cause analysis of thinking patterns that must shift before purchase becomes possible
- **Trust and Resistance Architecture** – Maps the signals that build trust and the triggers that create resistance.
- **Objection System + Reframes** – Ready-to-use objection reframes that convert doubt into desire.

**Outcome:** You have deployment-ready messaging tuned to three distinct buyer psychologies, applicable across your primary channel, sales conversations, and onboarding. No guessing on positioning or hooks.

## 2. Testing Blueprint Package £11,997

### Ideal for:

- Companies running campaigns across channels requiring segment-specific messaging for effective testing
- Companies running multi-channel campaigns needing psychological consistency from ads through email sequences.
- Companies deploying segment intelligence beyond marketing into sales and customer success
- Brands where incomplete audience coverage creates revenue leakage and competitive vulnerability

### You get:

Everything in Focused, PLUS:

- Expands to **6× Psychographic Segments** – Comprehensive coverage of mental models operating within your market, doubling your addressable psychological landscape
- **648 Ready-to-Deploy Hooks Staged by Funnel Position** – Each segment receives three complete funnel sets: one standard and two written from alternative psychological perspectives, across all funnel stages.

**Outcome:** Deploy six psychological profiles across campaigns, sales conversations, and customer touchpoints with built-in testing methodology.

### 3. Architect Blueprint Package - From £24,997+

#### Ideal for:

- Market leaders in fragmented markets requiring coverage across 6-30+ psychological profiles
- Multi-product companies needing distinct messaging for each product line's buyer psychology
- Organizations with complex B2B sales requiring mapping of all decision-maker archetypes
- Companies where incomplete psychographic coverage creates competitive vulnerability

#### You get:

Everything in Testing, PLUS:

- **Bespoke Segment Count** – Covering 6-30+ segments based on market complexity and archetype variants
- **Specialised Pack Selection** – Custom configurations engineered around your specific business model, revenue challenge, and market complexity
- **Complete Shadow Language Depth** – Multiple narrative dimensions explored per archetype across all channels and stages
- **Advanced Deliverable Architecture** – Output format, hook volume, and deployment structure tailored to your growth channel, team structure, and strategic priority
- **Accelerated Blueprint Access** – Access Blueprint deliverables at earlier stages to begin implementation without waiting for the full project completion

**How it works:** We start with a scoping call to diagnose your challenges and identify the right configuration. Following the call, you receive a tailored proposal with tiered options, pricing, and a full scope breakdown. Once confirmed, we build and deliver. Timelines vary by configuration.

**Outcome:** A bespoke intelligence system designed for your specific market context, revenue challenge, and deployment reality.



# How to Choose **Your Package**

## Choose the Focused Package if:

- You're validating one channel or funnel first
- You want to prove demand before bigger investment
- You have limited testing budget
- You're moving fast and need results faster

## Choose the Testing Package if:

- You're running multi-channel campaigns (ads, email, content, LinkedIn)
- You need a/b testing frameworks built in
- You're scaling and can't afford messaging that doesn't work
- You want objection frameworks alongside hooks

## Choose the Architect Package if:

- You're a market leader needing complete market intelligence
- You need implementation support (*done-with-you*, not *done-to-you*)
- You're deploying across sales, marketing, and product teams
- You want unlimited customization and revision cycles

# Deployment Applications Across **Your Business**

## **Funnel, Email & Page Architecture**

Structure page hierarchy using trust architecture to surface what builds trust versus what triggers resistance for this specific segment, then deploy stage-appropriate hooks and shadow language protocols across microcopy, CTAs, and form design. Email nurture tracks follow the same logic, mapping to psychological state rather than funnel position because the same offer requires different framing depending on which segment receives it.

## **Sales & Testing Infrastructure**

Train teams on buyer psychology using root cause diagnosis and equip reps with shadow reality frameworks to handle objections at the psychological layer rather than surface level. Segment variants qualify leads into conversion-specific paths, and the Hook Library's dimensional structure (Mirror, Nemesis, Prophecy) provides built-in A/B test variants so you're measuring which psychological angle converts rather than testing random creative swaps.

## **Product, Positioning & Content Architecture**

Prioritize features based on "what they actually need" vs. stated wants and design pricing tiers aligned with psychological positioning because what this segment pays for reflects what they believe about themselves. Frame competitive differentiation through the same psychological sliders governing your buyer's decision logic. Build content calendars from platform behaviour profiles organised by awareness stage rather than arbitrary topic clusters.

## **Customer Success, Retention & Team Alignment**

Use psychological sliders to personalise onboarding and support interactions based on why each segment actually bought, not just what they purchased. The same trust architecture that converted them informs retention touchpoints, allowing your team to address friction before it becomes a cancellation conversation. When marketing, sales, product, and success all operate from the same segment intelligence, conflicting strategies disappear.

# What Happens **Next**

Four steps. No meetings. No pitch calls.

- 01** **Submit Project Details** UNDER 5 MINUTES  
Complete the project brief on our site. Market context, target audience, and business offering.
- 02** **Qualification Review** WITHIN 48 HOURS  
We verify whether we can deliver deep psychographic intelligence for your market. Approved projects receive a payment link.
- 03** **The Build Phase** 4 - 8 WEEKS (Architect Blueprint timeframes vary by scope)  
Segment identification, Shadow Language extraction, strategic framework, and complete messaging architecture.
- 04** **Blueprint Delivery** IMMEDIATE UPON COMPLETION  
Your complete Audience Blueprint arrives via email. Psychological profiles, strategic directives, and deployment-ready copy library.

**Notice:** Not every market benefits from psychographic segmentation. We only take on projects where we can deliver measurable impact.