

FOR BRANDS, FOUNDERS & MARKETING TEAMS

# The Second Opinion.

*A fresh eye. A sharper next move.*

Before you approve the redesign, launch the campaign or rewrite everything, let me take a look. Send one homepage, campaign or positioning statement and the decision you are trying to make.

## YOUR TAKEAWAY

### 01 What to keep.

The strongest thing already working for you.

### 02 What is getting in the way.

One meaningful disconnect between your message and your audience.

### 03 Where I would move first.

One practical recommendation, with the reasoning behind it.

## ONE ASSET. ONE CLEAR NEXT STEP.

For selected submissions, I will personally review your material and send one annotated page or a short recorded response. A focused first read to help you make a better decision.

To request yours: send your link or asset, intended audience, business objective and the question you want answered.

**Request my second opinion**



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COMPLIMENTARY / SELECTED SUBMISSIONS / NO OBLIGATION

FOR BRANDS, TALENT & THEIR REPRESENTATIVES

# The Partnership Possibility.

*A name opens a door. An idea gives it a purpose.*

There may be a commercial role for your brand or your client that nobody has considered yet. Let me look at the fit, the creative opening and what would make the possibility credible.

## THREE DIRECTIONS WORTH EXPLORING

### 01 The categories.

Three partnership categories that could make sense for the brief.

### 02 The creative opening.

The audience connection and a possible role for each pairing.

### 03 The evidence to pursue.

What needs validating before a possibility becomes a proposal.

## BRING THE BRAND. OR BRING THE CLIENT.

For selected submissions, I will send a personally reviewed, one-page perspective. Share the brand or talent profile, the audience, the ambition and any category restrictions.

Exploratory creative judgment; interest, availability and terms remain unconfirmed. Any approach to represented talent goes through their authorized representative.

Explore a partnership possibility



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