

innerdöt

Goal-Focused Business Support

**Hitting your goals is easier
with the right team in your corner**

You're working hard... but is your business moving forward?...

Most businesses don't fail because they lack ideas. They struggle because it's difficult to know which ideas will make the biggest difference.

Marketing slips down the priority list. Important projects lose momentum. Decisions feel harder than they should. Before long, you're busy every day but still not making the progress you know the business is capable of.

And even when you know the business could be doing better, it's not always clear what to do next.

The good news is, it doesn't have to stay that way.



Why businesses get stuck...

When you're immersed in the day-to-day running of a business, it's easy to become too close to see what's really holding it back. Without the time or space to step back, even the best businesses can lose direction.

That's often when you'll start to notice things like:

- X Plenty of ideas, but no clear priority
- X Marketing feels reactive
- X Projects start well, then fizzle out
- X Opportunities pass by
- X Decisions take longer
- X Progress feels slow and frustrating

That's why we created InnerDot.



We believe businesses deserve more than a list of marketing tasks to do each month.

They deserve experienced people who understand their goals, ask the right questions and help them make better decisions along the way.

At the heart of InnerDot is one simple question, **"What's the next best thing we can do to help move your business forward?"**

That question shapes every recommendation we make, every conversation we have and every action we take together.

Whether you need clarity, momentum or more hands-on support, we're here to help you achieve your goals with confidence.

A personal welcome...

Over the years, we've helped businesses across a wide range of sectors strengthen their brands, improve their marketing, build better websites and grow with confidence.

Like every business owner, we've experienced the excitement of seeing ideas succeed, but we've also faced the difficult decisions, setbacks and uncertainty that inevitably come with running businesses ourselves.

Those experiences have shaped the way we think and reminded us that business growth is rarely a straight line.

Again and again, we've discovered that good businesses don't always need more ideas. They need someone to help them step back, see the bigger picture and decide what will make the greatest difference next.

We wanted to build the kind of support we believe every business deserves.

Honest advice, practical thinking and experienced people who genuinely care about helping businesses move forward.

That's why our focus isn't on pretending to have all the answers. It's on helping businesses make better decisions, avoid costly mistakes where possible and keep moving forward with confidence.

Maggie & Mark

Founders, DuoDot Ltd

duodot
Business Made Better

“What's the next best thing we can do to help move your business forward?”





Progress comes
from action,
not just ideas.

The InnerDot Difference...

**Businesses don't need
another supplier they speak
to every few months.**

They need experienced people who stay close enough to understand their goals, recognise new opportunities and help them make confident decisions as their business evolves.

That's exactly how InnerDot works.

Rather than waiting for you to tell us what needs doing, we work alongside you to continually review your goals, challenge ideas, identify priorities and keep your business moving forward.

Sometimes that means refining your marketing. Sometimes it's improving your messaging, planning your next campaign or simply helping you think through an important business decision.

Our role is to help you stay focused on what matters most.

Whether you're leading the business, managing the marketing or supporting growth from within the team, you'll always have experienced people in your corner who genuinely care about helping you succeed.

**Because you don't need to have all
the answers. Sometimes you simply
need the right people asking the right
questions.**



How it works...

Helping your business move forward doesn't need to be complicated.

We've developed a simple three-step process designed to create clarity, build momentum and help you achieve the goals that matter most.



Step 1 Discover...

Book your FREE Business Growth Session

Every journey starts with understanding where you are today.

Together, we'll explore your goals, challenges, opportunities and priorities, helping us identify what's holding the business back and where the biggest opportunities for growth exist.



Step 2 Plan...

Receive your 90-day roadmap

Using the information gathered during the session, we'll create a practical 90-day roadmap tailored to your business.

This roadmap becomes your plan for moving forward, outlining the priorities, actions and opportunities most likely to create meaningful progress.

Step 3 Grow...

Choose your level of support and start making progress

Once your roadmap is in place, we'll recommend the membership that's best suited to your goals and the level of support you need.

Together, we'll put the plan into action, measure progress, maintain momentum and help you achieve the goals that matter most.

Every InnerDot package starts in exactly the same way. The only difference is the level of support you choose once your roadmap is in place.



We help you decide what to do...

In business, there's never a shortage of ideas, opportunities or decisions to make.

Flow is designed for people who are tired of second-guessing themselves. If you're constantly juggling priorities and wondering what deserves your attention first.

Flow gives you the clarity, confidence and accountability to keep moving forward.

Together, we'll help you identify the priorities that will have the biggest impact, create a practical plan and keep your focus on the things that matter most.

Flow could be right for you if...

- ✓ You're juggling lots of priorities and need help deciding what matters most.
- ✓ You'd value experienced people to bounce ideas around with.
- ✓ You're happy implementing most things yourself but don't want to figure everything out alone.
- ✓ You want greater clarity, confidence and accountability.

£347 per month

In your corner...

Together, we'll help you achieve the goal that's most important to your business.

- ✓ Review progress against your goal
- ✓ Identify priorities and opportunities
- ✓ Create a clear action plan
- ✓ Make better business decisions
- ✓ Stay accountable to what matters most
- ✓ Access support when you need it

Includes:

- Monthly planning & review session
- Strategic business, marketing & creative guidance
- Practical implementation support
- Access to The Loop Group

If you've ever finished another busy week wondering why the important things still haven't happened, Flow is for you.





We help you get it done...

Knowing what needs doing is one thing. Finding the time, focus and consistency to make it happen is often the bigger challenge.

Motion is designed for businesses that already have a direction but need regular support to maintain momentum and keep important projects moving.

We'll work alongside you more frequently, helping turn plans into action whilst providing practical implementation support to keep progress moving.

Motion could be right for you if...

- ✓ You know what needs doing but keeping everything moving is becoming difficult.
- ✓ Important projects keep slipping down the priority list.
- ✓ You'd benefit from regular accountability and practical support.
- ✓ You'd like experienced people helping turn plans into progress.

£497 per month

Building your momentum...

Together, we'll help you achieve two key business goals by:

- ✓ Review progress against your goals
- ✓ Prioritise the opportunities with the biggest impact
- ✓ Turn plans into practical action
- ✓ Maintain momentum and accountability
- ✓ Access regular support and feedback
- ✓ Keep important projects moving forward

Everything in Flow, plus:

- Fortnightly strategy and accountability sessions
- WhatsApp support
- Ongoing campaign and content planning
- Deeper business, marketing and visibility reviews
- Greater implementation support
- Faster feedback and collaboration
- Proactive recommendations
- 10% DuoDot Studio savings

Momentum is hard to build alone. Motion gives you regular support to keep important projects moving.





**We help you
grow the
business...**

**As businesses grow,
so do the opportunities,
decisions and challenges.**

Orbit is designed for businesses that want experienced strategic support embedded within their team.

Rather than checking in every few weeks, we'll work closely alongside you, helping shape decisions, spot opportunities before they're missed and keep the business moving confidently towards its goals.

Orbit could be right for you if...

- ✓ You're leading ambitious projects or business growth initiatives.
- ✓ You value proactive ideas and strategic input.
- ✓ You want experienced people working alongside your team.
- ✓ You'd like DuoDot to become an extension of your organisation.

£997 per month

Part of your team...

**Together, we'll help you achieve up to
three strategic business goals by:**

- ✓ Review progress and performance
- ✓ Identify growth opportunities
- ✓ Challenge ideas constructively
- ✓ Provide ongoing strategic direction
- ✓ Support you in achieving bigger goals
- ✓ Help keep the business moving forward

Includes everything in Motion, plus:

- Weekly strategic check-ins
- Priority WhatsApp support
- Ongoing proactive ideas and recommendations
- Higher-level strategic involvement
- Campaign planning and optimisation
- Priority DuoDot Studio scheduling
- Sector Exclusivity & Priority Access
- 20% DuoDot Studio savings

**As your business grows, every decision
matters. Orbit gives you experienced
strategic support to spot opportunities
before they disappear.**



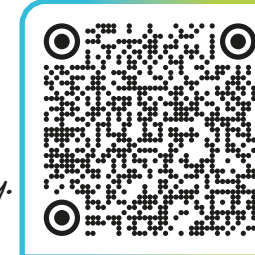


Our promise is simple...

We'll bring strategic thinking, honest independent advice, creative expertise and practical support to every business we work with.

While nobody can honestly guarantee business results, we can guarantee our commitment to helping you make better decisions, maintain momentum and keep moving towards your goals.

Scan the QR code and book your FREE Business Growth Session today.



Start today...

Every InnerDot package begins with a FREE Business Growth Session, helping us understand your current position, establish meaningful benchmarks and agree what success looks like for your business.

Using this information, we'll create a practical roadmap built around your goals and priorities.

Through regular reviews and check-in sessions, we'll measure progress, monitor results and adjust the plan where needed to keep momentum moving forward.

Whether we're planning, reviewing, creating, implementing or challenging ideas, our role is simple: to help your business move forward with greater clarity, confidence and progress than it would on its own.

Helping good businesses move forward...

More than advice... Some coaches leave you with a list of recommendations. That's not how we work.

We'll roll our sleeves up and help with the research, marketing, creative work and implementation needed to keep things moving.

Because progress comes from action, not just ideas.

Imagine where your business could be three months from now.

- ✓ The projects that once felt overwhelming are finally moving.
- ✓ Decisions feel clearer because you know what to focus on next.
- ✓ Instead of constantly reacting, you're working to a plan with experienced people helping you keep the business moving forward.

Between us, we've spent more than 40 years helping organisations of every size improve their branding, marketing and business growth.

Let's put that experience behind your business and see how far we can move it forward.



Compare the packages

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We will help you...	...Decide what to do	...Get it done	...Grow the business
Number of Goals we work towards	1	2	3
Check in frequency	Monthly	Fortnightly	Weekly
Think of us as...	In your corner	Building your momentum	Part of the team
Focus	Clarity & direction	Momentum & progress	Growth & strategic support
DuoDot Studio savings	-	10%	20%
Sector exclusivity	-	-	✓
Investment	£347 per month	£497 per month	£997 per month

Not sure which package is right for you?

Every journey starts with a **FREE Business Growth Session**. Together, we'll explore your goals, identify what's holding the business back and recommend the level of support best suited to your needs.

Let's build something better...

You don't need another agency... You need experienced people in your corner.

Use the QR code below to Book your **FREE Business Growth Session** today.



duodot
Business Made Better

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