PROPOSAL · NOVEMBER 2026

The Star Engine

SPEAKING ★ COACHING ★ CONTENT

Prepared for **Jude Jernudd** by Open Lines

Jude has the rarest asset in her market: when she's in the room, people change.

A failing executive becomes a senior partner. The worst-rated sales team in the industry becomes the best. A CFO becomes a CEO. And nearly every one of those engagements started the same way: someone saw Jude speak, or heard about her from someone who had.

The business around her hasn't been built to match. Five domains and four business names split her story into pieces, so a prospect who goes looking can't tell what she offers, or why they'd choose her over the established names. There is no invitation, no easy first step, and no consistent presence between the moments when someone happens to hear her.

The opportunity isn't to scale. It's to build a revenue engine around Jude's singular ability to inspire others.

Speaking creates coaching clients. Coaching creates speaking invitations. Content (social, video, email and the new book) keeps that engine turning between engagements. Every piece of marketing speaks to one person: **an ambitious leader who knows how they show up in front of people is holding them back.**

Objectives

- Unify Jude's work under one clear brand, with COBE and Jernudd+ positioned as offers within it
- Define a single core persona and a message that reaches them
- Build a simple, credible home base (website, speaker materials, booking path) that turns interest into conversations
- Establish a consistent content rhythm that fits Jude's schedule and draws on her strengths: stories, video and presence
- Put systems in place (CRM, email, follow-up, reporting) so the engine runs without Jude carrying it alone

Value

- More speaking and coaching engagements from the same reach, because every channel tells one story
- Higher fees for coaching, supported by clear positioning and documented results
- Higher fees for speaking, supported by increased demand and prestige
- Less reliance on word of mouth and more predictable revenue
- A platform ready to carry the new book when it launches
- Infrastructure that Jude's team can run, with Open Lines optimizing along the way

Four Phases. One Engine.

The strategy day completed the work of evaluating, identifying and prioritizing opportunities. What follows puts those priorities into action.

1 DESIGN THE ENGINE

We turn the strategy day into the decisions everything else is built on: the brand, the offers and the message. Phase 1 ends with a sign-off, so building starts from settled ground.

- Brand structure: one master brand, with COBE and Jernudd+ as offers; name, domain and visual direction (including gold)
- Positioning statement
- Core persona profile
- Messaging framework: one-liner, core messages and proof points
- Offer menu and pricing ladder: speaking (keynotes, MC and on-stage interviews, breakouts and workshops, self-produced events) and coaching (skills intervention, executive group or sales department, COBE)
- Case studies, adapted from existing success stories
- Style guide: voice, tone and visual standards

- Channel plan: email, social, video and book, with cadence for each
- Website site map and page briefs
- Decision sign-off

> **JUDE'S ROLE**
> Input and approval on brand, positioning, messaging, offers and style.

2 BUILD THE ENGINE

We build the assets and systems the engine runs on.

- New website (about five pages) with inquiry, booking and a home for the book
- Domain consolidation and redirects
- Speaker one-sheet / media kit
- Speaker reel brief
- Assessment with automated results and booking, plus a QR code for business cards
- CRM selection, setup and contact import
- Email platform, sender authentication and newsletter template
- Post-speaking follow-up sequence
- Design system: colors, type, layouts and reusable components
- Social media templates (LinkedIn and Instagram)
- Content creation agents trained on Jude's voice, stories and messaging
- Content calendar and batch-filming shot lists
- Assistant playbook for posting and scheduling
- Analytics and reporting

> **JUDE'S ROLE**
> Approval on the website, one-sheet, assessment questions and follow-up sequence; speaker reel produced with Jude's video producer; contact cleanup and import by Jude's assistant; access to domains and accounts.

3 START THE ENGINE

We launch.

- Website launch
- LinkedIn profile overhaul
- First batch film day
- First month of content published

- Announcement email to existing contacts
- Outreach to past event and speaking contacts
- Assessment and QR code live
- Book pre-launch list opened

> **JUDE'S ROLE**
> On camera for the film day; outreach sent from Jude; assistant schedules content.

---

4 RUN THE ENGINE

Any hours remaining after launch keep the engine running and improving.

- Posting schedule coordinated with Jude's assistant
- Content creation agents built in Phase 2, run and refined
- Monthly reports with optimization recommendations
- Two meetings per month

> **JUDE'S ROLE**
> Approve the content plan; ongoing creation of video and text content as inputs for all marketing activities.

Investment

Phases 1 through 3 are estimated at about 80 hours of work, billed against a prepaid block of hours at $150/hour.

$12,000
Launch block · about 80 hours

$10,800
Paid in full up front · 10% discount, same 80 hours

The goal and estimate is that this block carries the engagement through launch. It is an estimate, not a guarantee; the pace of decisions and approvals is the biggest factor.

Options for Working Together

The same block can be used at the speed that fits your calendar and budget.

OPTION	HOURS	IF PAID MONTHLY	TIMELINE	NOTES
1 · Fast	**40 hrs/mo**	$6,000/mo	2 months · soft launch early January	Weekly meetings to maintain momentum. Requires brand and offer sign-off by mid-December.
2 · Standard Matches the estimate	**27 hrs/mo**	$4,000/mo	3 months · launch mid-to-late February	Twice-monthly meetings. Comfortable pace around the holidays, with room for review at each phase.
3 · Steady	**13 hrs/mo**	$2,000/mo	6 months · launch around May	Twice-monthly meetings. Easiest on budget alongside the book; a top-up before launch is more likely.

Every option: the $12,000 block (about 80 hours at $150/hour), or $10,800 paid up front.

Fine Print

- Hours are prepaid and billed in 15-minute increments. Meetings, calls and email correspondence count toward hours.
- A weekly usage note shows hours used and hours remaining.
- When about 10 hours remain, Open Lines will flag it. If hours run out, work pauses until the block is topped up at $150/hour.
- Prepaid hours expire 6 months after purchase. Hours remaining after launch can be used for Phase 4 work until then.
- The up-front discount applies only to hours within this block. Any additional hours or future work are priced at the then-current rate.
- Timelines assume feedback and approvals within 3–5 business days.
- Fees do not include subscriptions, one-time fees or vendor expenses for any technology implemented. Open Lines will always get written acknowledgment before spending money on your behalf.

- Payments are made by debit card or bank transfer, in full or on the schedule of the chosen pace.
- This collaboration can be ended at any time with 30 days' written notice. Upon termination, unused hours will be refunded at $150/hour.

Client Results

> **"EVEN A COACH NEEDS A COACH."**
>
> "Doing business online is challenging on a good day. Part of the issue is to build your own strategy out of all the information that is out there. Lindsay has a step by step framework that takes you from clarity to implementation. It is really really invaluable and I can't rave enough about it and her."
>
> BIBIGI HAILE · FOUNDER, THE BEAUVOIR GROUP

> **"A LOVELY BLEND OF HARD ASS AND HAND HOLDING."**
>
> "Lindsay has a lovely blend of hard ass and hand holding that just works for Type A entrepreneurs who also can be sensitive about our babies aka our companies."
>
> LAUREN GRATTAN · CO-FOUNDER AND CHIEF COMMUNITY OFFICER, MISSION DRIVEN FINANCE

> **"A SUSTAINED AND THOUGHTFUL MARKETING PLAN."**
>
> "We had worked with a few different consultants over the years, but it wasn't until we got help from Lindsay that we were able to really keep up a sustained and thoughtful marketing plan. She made it painless to feel equipped and confident in where we're headed. We now also refer her to our branding clients."
>
> JEN DERKS · FOUNDER AND CEO, FOUR FIN CREATIVE

READY TO START THE ENGINE?

Accept this proposal and work begins with Phase 1. Pay to accept and start work: buy.stripe.com/7sY7sK4XNfsR9JJ1lq6sw0a