

Strategic Advisory

This offer is for businesses that do not need another agency, more content production, or a larger marketing machine. If your business needs clearer strategic thinking around communication, positioning, visibility, trust, and decision-making - this is your sign!

As AI accelerates the speed of publishing and lowers the barrier to producing competent-looking communication, many founder-led and expert-driven businesses are discovering that the real challenge is no longer output. Their challenge is maintaining coherence, perspective, differentiation, and strategic clarity while the landscape changes underneath them.

The **Strategic Advisory Retainer** is designed for businesses that want an experienced strategic partner involved in those conversations on an ongoing basis.

My work in this engagement often sits between communication, positioning, editorial thinking, leadership visibility, strategic direction, and business development. Some clients use the engagement as a high-level sounding board. Others use it to guide communication systems, launches, thought leadership, narrative alignment, or long-term positioning.

My role changes slightly from client to client, but the core remains the same: helping businesses communicate more clearly, think more strategically, and remain differentiated in an increasingly saturated environment.

My typical Areas of Support

Advisory work may include:

- positioning refinement
- communication direction
- messaging guidance
- thought leadership development
- founder visibility
- launch and campaign thinking
- editorial and content direction
- communication coherence
- strategic reviews
- offer refinement
- AI-era communication guidance
- trust and perception analysis

The work is intentionally adaptive rather than rigidly packaged. The goal is to support strategic clarity where it matters most.

How this Engagement works

Most advisory relationships include a combination of:

- strategic calls
- asynchronous support
- communication review
- messaging input
- ongoing strategic guidance
- feedback on visibility and positioning decisions

The cadence and structure are adjusted depending on the complexity of the business and the level of support required.

Who this Work fits best

The advisory retainer tends to work particularly well for:

- founder-led businesses
- expert-driven firms
- professional service businesses
- consultants and strategists
- leadership teams
- businesses navigating repositioning or growth
- organizations adapting communication for the AI era

The strongest engagements are usually built on trust, openness, and long-term strategic thinking.

Investment

Lite – Strategic Advisory

Starting at US \$3000/month

Designed for founder-led and expert-driven businesses that want ongoing strategic guidance without a large retainer structure.

Usually includes:

- 2 strategic 45 min calls per month
- messaging and positioning guidance
- review and feedback on key communication pieces
- LinkedIn and visibility direction
- strategic input on offers, launches, or communication decisions
- light asynchronous support between calls

Often a strong fit for founders who need a strategic sounding board and clearer communication direction while maintaining internal execution.

Core – Strategic Advisory

Starting at USD \$4000/month

Designed for businesses where communication, positioning, thought leadership, and visibility are becoming more central to growth and reputation.

Usually includes:

- weekly or biweekly 60 min strategic calls
- deeper involvement in positioning and communication direction
- ongoing messaging refinement
- thought leadership and content direction
- launch and campaign strategy input
- communication review across website, LinkedIn, presentations, and key materials
- higher-touch asynchronous support
- strategic prioritization and communication planning

Typically suited for businesses navigating growth, repositioning, visibility expansion, or more complex communication ecosystems.

Intensive – Strategic Advisory

Starting at USD \$6000+/month

Designed for businesses seeking a deeply embedded strategic communication and positioning partner.

Usually includes:

- close strategic collaboration with founder or leadership team
- high-frequency strategic support and rapid feedback loops
- ongoing positioning refinement and communication oversight
- narrative and authority development
- launch, visibility, and reputation guidance
- editorial and thought leadership direction
- strategic reviews of communication systems and public-facing materials
- support across multiple initiatives, teams, or markets
- priority access and higher-volume asynchronous collaboration

Best suited for periods of rapid growth, major repositioning, market expansion, organizational transition, or high-visibility leadership phases.

Outcomes

Clients often use the advisory relationship to:

- create stronger communication coherence
- refine positioning over time
- improve strategic visibility
- strengthen founder authority
- simplify communication decisions
- sharpen messaging
- reduce reactive marketing
- maintain clarity while scaling

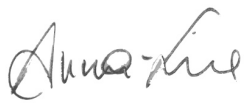
Over time, the work helps businesses become easier to understand, easier to trust, and more strategically aligned across the entire communication ecosystem.

If your communication feels active but not aligned, if your positioning has become harder to explain, or if you know the business needs sharper strategic guidance before more content, campaigns, or AI tools get layered on top, this is the right moment to start the conversation.

Click here to send me a message: annalina@annalinachutter.com

I'll reply with a few focused questions so we can quickly assess where ongoing strategic support would create the most value.

Talk soon,

A handwritten signature in black ink, appearing to read "Annalina". The signature is fluid and cursive, with a large initial "A" and a long, sweeping underline.