

YOUR BRAND - YOUR VOICE



## Investment & Deliverables

### UniqueVoice – Your brand, your voice

*From clarity to confidence, from vision to reputation  
– through one powerful story*

#### **Brand clarity & strategic storytelling**

for founders, executives and mission-driven leaders.



UniqueVoice

Your brand is one of your most valuable assets. The right strategic guidance is an investment that pays off in clarity, confidence and opportunity. Below is an overview of the work I deliver and the value it unlocks.

## Essentials – the foundation of your brand identity

- **Executive CV & Strategic Summary – €1.450**  
A strategically crafted executive profile that communicates your leadership identity, distinctive value and professional achievements with clarity and credibility.
- **Acquisition CV – €1.450**  
A strategically tailored CV for independent professionals and entrepreneurs, designed to showcase your expertise, demonstrate your value and attract the right clients, projects and opportunities.
- **Personal Brand Essentials – €395**  
A personalised positioning-based package that brings your professional value to life through a compelling LinkedIn headline, About section and CV profile.
- **Strategic Summary (stand-alone) – €650**  
A powerful one-page narrative that defines your professional identity, distinctive strengths, strategic value and future direction.
- **Elevator Pitch – €650**  
A strategically developed personal pitch that communicates your distinctive value with confidence, clarity and impact in just 30 seconds.
- **Acquisition Letters & Emails – €750**  
Persuasive, strategically tailored communication that opens doors, builds trust and turns professional introductions into meaningful opportunities.

## Strategy – depth and direction

- **Leadership Narrative – €2.500**  
Your story, elevated: a strategic and authentic narrative that aligns identity, ambition and impact.
- **Tone of Voice Development – €950**  
A unique communication style that ensures consistency and recognisability across every channel.
- **Branding Documents (Brand Book / Positioning Paper) – €3.250**  
A strategic blueprint that defines your brand, positioning and messaging for long-term direction.
- **Web Copy (full site incl. strategy & interviews) – €2.250**  
A website that communicates your identity, value and voice with clarity and confidence.



## Presence – visible and convincing

- **LinkedIn Scan incl. Tagline, Headline & Profile Texts – €750**  
A profile that makes your leadership visible and raises your perceived level instantly.
- **Board-Ready Pitch Deck – €4.250**  
A refined, strategic deck built for high-stakes conversations with boards, investors or executives.
- **Keynote & Speech Support – €2.250**  
A narrative and script that give your message power, structure and resonance on stage.
- **Thought Leadership Content (per article/opinion) – €1.450**  
Content that establishes authority and elevates your reputation.
- **Visual Branding Plan – €2.750**  
A visual identity direction that strengthens recognition and consistency.

## Impact – connecting and growing

- **Stakeholder Messaging Framework – €3.450**  
Clear, consistent messaging for all audiences (internal, external, strategic).
- **Succession & Career Story – €2.250**  
A future-focused narrative that positions you for your next leadership step.
- **Investor & Partner Letters – €1.250**  
Strategic communication that builds trust and accelerates alignment.
- **Personal Branding Workshops – €3.250**  
Training that equips teams or groups with the mindset and tools for powerful self-presentation.

## Let's shape your story

Your talent deserves visibility.

Your leadership deserves clarity.

Your story deserves to be heard.

→ Schedule your free 30 minute clarity call: [fetzeweerstra@uniquevoice.nl](mailto:fetzeweerstra@uniquevoice.nl)



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