



Strategy & Consulting

Many business owners know they need to move forward but aren't sure where to focus first. They're pulled in too many directions, making decisions reactively rather than strategically, and often doing work that isn't moving the needle.

Mel works with small businesses and marketing agencies to cut through the noise and build a clear path forward. This might involve reviewing what's working and what isn't, identifying the biggest opportunities, prioritising actions, or helping a business owner think through a specific challenge or decision they're facing.

Strategy work with Mel is practical and grounded - not theoretical frameworks or lengthy reports that sit in a drawer. It's about getting clear on what to do next and why.

This service suits business owners who feel stuck, overwhelmed or like they're working hard without making meaningful progress. It also suits marketing agencies that need an outside perspective or a trusted specialist to sense-check direction.

Engagements can be one-off strategy sessions or ongoing consulting relationships depending on what you need.

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