

A line-art illustration in a light orange color on a dark red background. It depicts a document with horizontal lines, a fountain pen, and a circular seal. There are also some small circles and a wavy line around the main elements.

Working With The Strategy Counsel

How We Help Founders Become **Fundable, Visible & Compliant**

The Strategy Counsel is a strategic advisory and legal-aligned support brand built for founders who are serious about growth. We help you build organizations that are structured, credible, protected, and positioned to attract funding, opportunities, and lasting impact — from idea to income to legacy.

FUNDABLE

VISIBLE

COMPLIANT



Who We Serve

The Strategy Counsel works with a wide range of mission-driven professionals and purpose-led founders who are ready to move with intention and build with strategy.



Nonprofit Founders

Organizations seeking structure, compliance, and grant readiness from day one.



Small Business Owners

Entrepreneurs building scalable, compliant, and fundable businesses.



Ministry Leaders

Faith-based leaders organizing their mission and protecting their legacy.



Coaches, Consultants & Creators

Service providers and authors turning expertise into protected, profitable offers.

What The Strategy Counsel Believes

Passion is the spark. But structure, strategy, and compliance are the fuel that keeps the mission alive and moving forward.

We believe every founder deserves more than good ideas. You deserve a clear path — with the right documents, the right systems, and the right strategy to attract funding, build credibility, and create something that lasts.

Structure

Legal-aligned setup and governance that gives your work legitimacy and staying power.

Strategy

A clear roadmap from where you are to where your mission is meant to go.

Protection

Your name, content, contracts, and assets guarded before a crisis forces action.

Path to Funding

Readiness reviews, scorecards, and documents that open doors to money and opportunity.

The Problem Founders Face

Most founders launch with passion but without the infrastructure that funders, partners, and clients require. The gaps are costly – and often invisible until an opportunity is missed.

→ No Clear Brand or Positioning

Funders and clients can't understand who you are, what you do, or why it matters.

→ Missing Compliance & Legal Structure

Filings are overdue, documents are missing, and governance is informal at best.

→ Not Funding-Ready

No grant checklist, no donor readiness, no capital strategy – just hope and a great idea.

→ Unprotected Assets

Names, content, and contracts are exposed to risk with no IP or legal safeguards in place.



Our Core Framework

Fundable • Visible • Compliant

Everything we do at The Strategy Counsel is anchored in three outcomes. Together, they represent a founder who is truly ready – for money, for opportunity, and for lasting impact.

Fundable

Prepared for money. Your documents, systems, and readiness score are in order so funders, grantors, and investors can say yes.

Visible

Credible and easy to understand. Your brand, messaging, and online presence clearly communicate your value and attract the right people.

Compliant

Structured and protected. Your entity, filings, governance, and contracts are current so your mission is legally sound and defensible.

Pillar 1: Strategy & Founder Roadmap

FOUNDATION FIRST

Before you build anything else, you need clarity. Our strategy services are designed to help you define your direction, sharpen your model, and map a realistic path to your goals — with a seasoned advisor in your corner.



Startup Strategy

Initial planning for new founders launching a business or nonprofit with intention.

Business Model Clarity

Define how your organization creates, delivers, and sustains value over time.

Offer Development

Design service packages, programs, or products that clients or funders are ready to support.

Next-Step Planning

A prioritized action plan so you always know your most important move forward.

Pillar 2: Brand Creation & Visibility

BE SEEN. BE UNDERSTOOD. BE CHOSEN.

Your brand is your first impression — and often your best fundraising tool. We help you show up with clarity, confidence, and credibility across every platform that matters to your audience.

01

Naming & Messaging

A brand name and core message that communicates your mission instantly.

02

Positioning & Tagline

Strategic language that differentiates you from others in your space.

03

Website Strategy

A page-by-page blueprint for a site that builds trust and converts visitors.

01

LinkedIn & Social Visibility

Profile optimization and content strategy to attract funders, clients, and partners.

02

Newsletter Systems

Email strategy and templates that nurture your audience consistently.

03

Credibility Building

A marketing roadmap that positions you as a trusted authority in your field.

Pillar 3: Formation, Structure & Compliance

BUILT TO LAST. BUILT CORRECTLY.

Compliance is not a one-time checkbox — it is an ongoing responsibility. We help founders get set up correctly from the start and stay current so that no filing deadline or governance gap puts the mission at risk.



Business Setup Guidance

LLC formation strategy, entity selection support, and startup structure planning.



Nonprofit Startup & 501(c)(3) Readiness

Preparation support for IRS exemption filing and organizational readiness.



Compliance Calendar

Annual filing reminders, deadlines, and an organized compliance schedule.



Governance Support

Board structure guidance, meeting minutes templates, and policy documentation.

Pillar 4: Funding Readiness & Opportunity Strategy

OPEN THE DOOR TO MONEY

Funders award money to organizations that demonstrate readiness – not just good intentions. We help you build the documents, systems, and credibility that grantors, sponsors, and donors require before they invest in your mission.



1

Grant Readiness Review

A thorough assessment of your current grant-readiness with a gap analysis and action plan.

2

Funding Readiness Scorecard

A scored evaluation that benchmarks your organization against what funders expect.

3

Sponsorship & Donor Readiness

Proposal-ready documents, donor packets, and sponsor decks that open conversations.

4

Funding Pathway Strategy

A prioritized map of your best funding sources – grants, capital, contracts, or earned revenue.

Pillar 5: Operations & AI Systems

WORK SMARTER. SCALE FASTER.

A mission without systems is a mission that depends entirely on the founder's capacity. We build workflows, automation, and AI-powered tools that allow your organization to operate efficiently — even when you step back.



AI Workflow Setup

Custom AI tools and prompts designed for your specific founder workflow.



Weekly Founder Dashboard

A simple, visual command center to track your top priorities every week.



SOP Creation

Standard operating procedures so your team or volunteers can run processes without you.



Email & Follow-Up Systems

Client, donor, and newsletter automation that nurtures relationships on autopilot.

Pillar 6: Protection – IP, Contracts & Risk

WHAT YOU BUILD DESERVES TO BE PROTECTED

Your brand name, your content, your agreements, and your relationships all carry risk if left unprotected. We help founders identify vulnerabilities and put the right legal-aligned safeguards in place – before a problem forces your hand.

Trademark Strategy

Guidance on protecting your brand name, logo, and signature content before someone else does.

Contract Review Support

Service agreements, collaboration contracts, and vendor terms reviewed for risk and alignment.

Content Ownership & Disclaimers

Copyright strategy and proper legal language to protect your digital and written work.

Founder Risk Spotting

A proactive review of the gaps in your current setup that could create liability or loss.



Pillar 7: Legacy Readiness

PROTECT WHAT YOU BUILT. PLAN FOR WHAT COMES NEXT.

Every founder eventually faces a transition — planned or not. Legacy Readiness ensures that your mission, your assets, and your wishes are documented, organized, and protected so that your work outlives any single moment or person.

Legacy Readiness Planning

A structured review of what you've built and how it should be preserved, transferred, or continued.

Founder Emergency Planning

A documented plan for what happens to your organization if you are suddenly unavailable.

Document & Binder Organization

All critical documents compiled, organized, and accessible to the right people at the right time.

Leadership Continuity

Succession plans, board transitions, and key role documentation so the mission carries on.

Asset Organization

A clear inventory of organizational assets, accounts, and intellectual property for future planning.

Services for Nonprofit Founders

Nonprofits face a unique set of compliance, governance, and funding requirements. Our services are designed to take a nonprofit from startup to sustainable — with the right structure, documents, and readiness at every stage.

Nonprofit Startup Roadmap

A step-by-step plan from concept to compliant 501(c)(3) organization.

501(c)(3) Preparation Support

IRS application readiness, narrative support, and document organization.

Board & Governance Support

Board structure, bylaws review, meeting minutes, and fiduciary training.

Grant Readiness & Donor Strategy

From readiness scorecards to donor packets and sponsor proposals.

Program Design

Logic model support, program structure, and impact measurement frameworks.

Compliance Calendar

State and federal filing deadlines organized into a manageable annual schedule.

Document Organization

All critical nonprofit files compiled, filed, and accessible for audits or applications.

Services for Business Founders

Whether you are launching an LLC, scaling a service business, or building a brand-based company, The Strategy Counsel provides the strategic and operational support that moves you from hustle to infrastructure.



LLC Planning & Business Setup

Entity selection, startup structure strategy, and EIN/compliance checklist.



Brand Positioning & Offer Creation

Messaging frameworks, service packages, and pricing strategy built for your market.



Funding Pathway & Capital Readiness

Loan readiness, investor prep, grant eligibility, and document organization.



AI Operations & Scaling Readiness

Automation setup, contracts, trademark strategy, and systems for sustainable growth.

Services for Consultants, Coaches, Authors & Creators

Your expertise is your most valuable asset. We help knowledge-based founders package, protect, position, and monetize what they know — building a personal brand that generates revenue and recognition.

Personal Brand Strategy

Positioning, bio, and messaging that clearly communicates your authority and value.

Offer Packaging & Pricing

Service tiers, digital products, memberships, and bundles designed to convert.

Website & LinkedIn Visibility

Profile optimization and website strategy that attract speaking, clients, and media.

IP Protection & Contracts

Copyright, trademark strategy, and service agreements to protect your creative work.

Content Systems & Revenue Conversion

Newsletter strategy, webinar planning, and content workflows that turn followers into clients.

The Strategy Counsel Client Pathway

Every engagement follows a proven progression — from chaos to clarity, from scattered to structured. Wherever you enter, we meet you where you are and walk with you toward where you're going.



This pathway is not one-size-fits-all. Some founders start at Clarify. Others enter at Protect or Grow. The Strategy Counsel meets you at your exact stage and moves with you from there — strategically, intentionally, and at a pace that works for your mission.

Common Projects We Support

Our work is hands-on, project-based, and directly connected to outcomes you can see and use. Below are just a few examples of the meaningful work we do alongside founders every day.

Forming a Nonprofit

From startup checklist to IRS-ready application with governance documents in place.

Preparing for Grants

Readiness review, gap analysis, document organization, and a funded pathway plan.

Website Strategy

A full page-by-page site strategy built to build trust and drive conversion.

Document Organization

Filing systems, binders, and digital organization for quick access when it counts.

AI Workflow Build

Founder-specific AI tools, dashboards, and automation that reclaim your time.

Brand Protection

Trademark research, IP strategy, and contracts that guard your most valuable assets.

Which Offer Is Right for You?

The Strategy Counsel offers flexible entry points so that every founder can access expert guidance — regardless of where you are in your journey or what your budget allows right now.

1

One-Time Strategy Session

Focused advisory for founders who need expert guidance on a single, specific challenge.

2

Grant Readiness Review

A complete assessment of your grant readiness with a prioritized action plan.

3

Compliance Checkup

A structured review of your filings, documents, and compliance status with next steps.

4

Brand & Visibility Strategy

Messaging, positioning, and a digital presence roadmap to help you get found and chosen.

5

IP & Contract Strategy

Trademark review, content protection, and risk assessment for founders building a brand.

6

\$97 Launch Plan Membership

Ongoing monthly support with templates, trainings, and weekly strategy guidance.

The \$97 Strategy Counsel Launch Plan

MONTHLY MEMBERSHIP

The Launch Plan is our signature membership designed for founders who need consistent, expert support without the cost of a full retainer. For **\$97 per month**, you get access to a complete support hub that keeps you on track, on time, and moving forward.

Templates & Checklists

Done-for-you documents for compliance, grants, branding, and operations.

Strategy Trainings

Regular trainings on the topics founders need most — delivered in plain language.

Weekly Guidance

Consistent advisory touchpoints to keep your priorities clear and your momentum strong.

Readiness Reviews

Regular checkups on your funding, compliance, and brand readiness status.



The Launch Plan is the most accessible way to build with strategy every single month — without building alone.

Your Next Step Starts Here

You do not have to build alone.

Build the brand. Structure the business. Become **fundable**, **visible**, **compliant**, protected, and ready for legacy. The Strategy Counsel is ready to walk with you — strategically, intentionally, and every step of the way.

Book a Consultation

Schedule your discovery session and let's map your next move together.



Join the \$97 Launch Plan

Get immediate access to templates, trainings, and ongoing strategy support.

Request a Readiness Review

Find out exactly where you stand — and what to do next to move forward.



Start Your Founder Roadmap

Clarify your direction, organize your foundation, and build with strategy from day one.

Build with strategy. — *The Strategy Counsel*

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