



Insight Strategic Growth Partnership

6-Month Brand + Market Development Partnership

This partnership is designed to help Insight move out of scattered marketing efforts and into a clear brand position that people understand, trust, and respond to.

The work begins by identifying the specific people Insight is best built to serve, understanding what they believe, what they are searching for, what has failed them, and why a different message is required.

From there, each phase builds the language, trust, structure, and visibility needed so Insight is no longer trying many disconnected tactics, but operating with clarity, direction, and measurable momentum.

The goal is not simply more activity. The goal is to build a brand that creates alignment, trust, and forward movement with the right people.

Client's

Brad Hornton

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Issued and Valid

Proposal Issued
04.21.2026

Proposal Valid
05.21.2026

Insight is no longer selling treatment **because YOU (Brand) are the OUTCOME**

YOU lived the struggle.
YOU crossed through it.
YOU understand the fear, doubt, hesitation, and hope.

THAT IS THE CENTER.

Not ibogaine first.
Not ailments first.

Human transformation *First*.
That becomes the movement.

6-Month Framework

MONTH 1 – Strategic Brand Foundation

- Define smallest viable market
 - Who are you here for and what is the change you seek to make
- Identify strongest emotional drivers
- Refine brand language
- Clarify what Insight truly stands for
- Align message around trust and transformation

MONTH 2 – Website Message + Conversion Direction

- Priority website refinement
- Sharpen trust language
- Improve inquiry path
- Clarify key offers

MONTH 3 – Social Positioning + Content Direction

- Define social message categories
- Create platform tone
- Shape early message rhythm

MONTH 4 – Guided Content Activation

- Develop content priorities
- Refine messaging in public view
- Begin consistency

Month 5 – Trust Expansion + Market Presence

- Strengthen authority
- Improve audience recognition
- Deepen brand consistency

MONTH 6 – Review + Forward Growth Plan

- Evaluate traction
- Strengthen what is working
- Define next stage

\$3,000 to begin

5 monthly payments of \$3,000 Total Investment: \$18,000

Partnership Parameters

Includes one scheduled strategy meeting each week, monthly defined deliverables, and ongoing email communication tied directly to active project work.

Each month carries a defined focus so progress remains visible and measurable.

Strategic Brand Partnership

Additional video production, major design requests, advertising campaigns, new page builds, or work outside agreed monthly deliverables are billed separately.