ASK ED, the unified, end-to-end list of everything HE can do to grow your business and power your publishing engine.

- Strategy and positioning: vision, value proposition, differentiation, messaging frameworks
- Audience and market: ICPs, segmentation, JTBD, competitive analysis, white-space mapping, SWOT, surveys/interviews, VoC mining
- Brand and storytelling: brand narrative, tagline, origin story, messaging hierarchy, tone/voice guidelines
- Website and product experience: site architecture, UX flows, wireframes, conversion-focused page outlines, onboarding flows, upgrade nudges, feedback loops
- Analytics and measurement: KPI plan, event/conversion schema, UTMs, QA/governance, dashboards (acquisition/activation/retention), funnel and cohort analysis
- SEO (technical/on-page/off-page): speed/crawl/indexing, structured data, keyword strategy by intent, content briefs, internal linking, digital PR, E-E-A-T improvements
- Content engine and thought leadership: editorial calendar, pillar/cluster strategy, briefs, outlines, drafts, CTAs, internal links, repurposing across channels
- Social media and community: channel strategy (LinkedIn/X/TikTok/Instagram/YouTube), content cadence and hooks, engagement playbook, community programs and moderation
- Paid media (performance): media mix and budget, campaign structure, audiences, offer/creative matrices, ad copy/creative, landing alignment, ongoing optimization
- Conversion rate optimization: heuristic reviews, data-driven hypotheses, A/B and MVT plans, sample sizing, offer/price tests, friction removal, social proof, risk-reversal
- Email, SMS, lifecycle: list growth and deliverability, welcome/nurture/abandonment/win-back/reactivation flows, copy/design/subject testing, attribution and LTV lift
- Marketing automation and AI: lead scoring/routing/enrichment, customer and internal AI assistants, knowledge systems, prompt libraries, QA guardrails, governance
- Sales enablement and B2B growth: ABM plays, outreach sequences, call frameworks, objection handling, collateral, lead qualification and SLAs
- Partnerships, PR, influencers: partner strategy/tiers, co-marketing kits, PR angles and media lists, pitches/bylines, influencer selection/briefs/usage rights/tracking
- Product-led growth: free-to-paid levers, tiering/usage-based plans, in-product prompts/checklists/milestones, referrals/waitlists/viral loops
- Ecommerce growth: catalog/merchandising, on-site search, offer architecture (bundles/subscriptions/upsells/downsells), reviews/UGC engine, post-purchase flows, LTV expansion
- Pricing and monetization: value metrics, packaging, price testing, discount and trial design, paywall optimization, revenue forecasting/sensitivity
- Local and offline-to-online: local SEO, listings/reviews, geo campaigns, QR-to-landing flows, event capture and redemption tracking
- International expansion: market selection, localization priorities, translation QA, currency/tax/logistics, cultural positioning

- Data science, forecasting, experimentation: CAC/LTV modeling, payback periods, scenario planning, incrementality/media-mix tests, experiment design and decision frameworks
- Compliance, privacy, accessibility: consent management, data minimization, GDPR/CCPA/CAN-SPAM alignment, WCAG reviews, brand safety, ethical AI guidelines
- Team, process, enablement: org design for growth, role scorecards, hiring rubrics, SOPs/playbooks/templates, onboarding and training
- Investor and stakeholder materials: pitch decks, one-pagers, KPI dashboards, board updates, narrative and risk framing
- Executional deliverables (fast turn): ads (copy + concepts), landing page outlines, emails and sequences, scripts, editorial briefs, social calendars, CTAs, pricing pages, analytics plans, dashboards, UTMs, event schemas, test plans, workflow diagrams, SOPs, personas, messaging matrices
- Quick-start programs: growth audit sprint (10–14 days, prioritized fixes + KPIs), offer–landing–ads "triangle test" (fast message–market fit), AI automation lab (one external assistant + one internal workflow)
- Books and long-form authority: book/ebook planning, chapter outlines, manuscript ghostwriting, back-cover copy, author bio, audiobook scripts; foreword/structure/cover strategy; launch plan with social/email; companion assets (checklists/worksheets/CTAs)
- Blogs and content hub: SEO-aware briefs, outlines, drafts; posts by intent (educational/comparison/conversion); repurposing into social threads, infographics, email series
- LinkedIn thought leadership: articles, posts, carousels, newsletters, comment strategy; profile polish; Groups/Events/Live activation; headline and structure optimization; analytics review
- Research, PR, executive comms: white papers, executive briefs, case studies, capability summaries, research abstracts; press releases and fact sheets
- Webinars, video, audio: webinar outlines, slides, engagement tactics, follow-up sequences; YouTube channel strategy, long-form and Shorts scripts, playlists; podcast scripts and promo blurbs
- Infographics and visual explainers: one-page visuals, carousel-ready summaries, data storytelling from articles/webinars/research
- Distribution, syndication, monetization: syndication targets, directories, licensing and revenue-share options, IP protection, article-marketing workflows for consistent traffic and authority
- Process, quality, speed: briefing frameworks for on-brand drafts, editorial QA, repurposing maps, cross-promotion plans, publishing cadences