

SUBTLEGEND

EST 2019 | NAPLES, FL

2024 SERVICE GUIDE



**BUSINESS CONSULTING FOR THE NEXT
GENERATION OF BRANDS**



IT'S AN HONOR TO MEET YOU.

Founded in 2019, with the mission to do better business, we've remained a best kept secret for our clients across North America, Europe, Australia, & Asia.

Where is SUBTLEGEND located?

We are based in Naples, Florida, but our team works remotely across the U.S. & we are often on-site with our clients.

What areas of business does SUBTLEGEND consult in?

Sales, Financial, Marketing, Branding, Staffing & HR, Operations & Product Development

What industries does the firm serve?

We work primarily with DTC brands looking to disrupt their market by serving customers in both e-commerce & a brick & mortar setting.

What approach does SUBTLEGEND take to consulting?

Our solutions are tailored to every client, but our foundational principles that have been honed over many successes are the basis of our consulting strategy. We focus on what makes the biggest impact first. We take a customer-driven approach to business & from day-one, we begin building a “discipline culture” within our clients that leads to snowball growth & a sustainable business.

SUBTLEGEND



YOU WILL FIND US ...

228%

**MONTH OVER
MONTH GROWTH**

3.5M

**REDUCTION IN
SG&A COSTS**

547%

**INCREASE IN
PROFITS**



**DID YOU KNOW THAT 44% OF
BUSINESSES INVEST IN CONSULTING?**

YOUR NEW CIRCLE.

“You guys are some kind of special. It feels, in a lot of ways, like the piece that I've always missed was the branding clarity. So it's been an insightful process.” - B2B & DTC Brand

“Thank you for giving me the language that I needed to realize this. I had been fighting with myself for months not knowing what I was feeling. Finally allowing myself the maintenance I've needed this whole time and already seeing a shift.”- DTC Brand

“I didn't know how much I needed an "outsiders" help - it has helped me in SO MANY WAYS!”- DTC Brand



MEET OUR TEAM

The SUBTLEGEND team, led by Founder & Consultant Grace Lane, consists of operational support, a growing team of business consultants, and a network of talented contractors across the U.S.

MEET OUR CLIENTS

Our client list boasts B2B & DTC brands grossing anywhere from \$100,000 to \$50M+ per year in sales across multiple industries located primarily in the U.S. U.K. & Europe. As e-commerce continues to absorb marketshare, we are proud to support businesses large & small in the transition to meeting their customer where they want to buy.

MEET OUR WORK

Since 2019, we have supported brands as they disrupt their markets with new products, approaches, & strategies. Our clients have experienced results like 500% increase in website clicks over 3 months, #1 ranking on Google after our website build, 547% increase in profits after just 6-months, 228% sales growth month over month, 40% sales growth for 12+ months straight, & more. Our approach to business has always been simple, to do good business. Whether we support clients in sales, financials, marketing, branding, operations, or product develop, our impact-first, customer-driven, & discipline culture strategy continues to deliver results.

SUBTLEGEND

It doesn't take time to build a successful business.

IT TAKES TIME TO BECOME THE PERSON WHO WILL BUILD A SUCCESSFUL BUSINESS.

This journey that you decided to commit to?

IT WON'T BE ANYTHING LIKE YOU'VE IMAGINED.

**IT WILL CLOSE AS MANY DOORS AS IT OPENS.
YOUR CIRCLE BECOMES SMALL.
YOUR TIME BECOMES PRECIOUS.**

You'll measure

YOUR BALANCE NOT BY WEEKS, BUT BY YEARS & DOLLARS NOT BY THEIR COST, BUT BY THEIR RETURN.

It's not about whether you have the ability to make this happen.

YOU ALREADY TOOK THE LEAP, SO YOU KNOW YOU CAN DO IT.

4.4 million brands enter the market every year.

44% of small businesses invest in a consultant.

**WHAT WOULD YOU DO
TO GUARANTEE SUCCESS?**

WHAT WE DO

DO GOOD BUSINESS. BE A GOOD HUMAN.

BECOME A RESIDENT

Weekly Consulting (\$)

Workshop (\$\$)

Scotch Club (\$\$\$)

À LA CARTE

Ultimate Business Audit (\$\$)

Financial Analysis (\$\$)

Marketing Analysis (\$\$)

Brand Build (\$\$)

Website Build (\$\$\$)

Social Media Strategy & Management (\$\$)

Content & Brand Asset Creation (\$\$\$)

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4.4 MILLION NEW BRANDS ENTER THE MARKET EVERY YEAR.

ARE YOU PREPARED TO COMPETE?



TAKE THE NEXT STEP.

500%

INCREASE IN
WEBSITE CLICKS

#1

GOOGLE RANKING

14%

INCREASE IN TEAM
CLOSE RATIO

- 1. COMPLETE YOUR INTEREST FORM.**
- 2. SCHEDULE YOUR COMPLIMENTARY 30-MINUTE DISCOVERY CALL.**
- 3. REVIEW YOUR OPTIONS & GET STARTED.**

For any questions, please reach out to hello@subtlegend.com

SUBTLEGEND

GET IN TOUCH.

DIRECT CONTACT

Email Operations & Support:
hello@subtlegend.com

Call or Text Operations & Support:
+1 239.428.3050
(*WhatsApp for International*)

Complete Interest Form:
www.subtlegend.com

Operating Timezone:
Eastern Standard Time (EST)

OFFICE HOURS

Monday 9-5pm EST
Tuesday 9-5pm EST
Wednesday 9-5pm EST
Thursday 9-5pm EST
Friday 9-5pm EST

SOCIAL MEDIA

Instagram:
[@subtlegend](https://www.instagram.com/subtlegend)

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