

Tackling your most critical  
**Content Challenges**



Discovery Session  
**FAQs**

Answers to your most pressing  
questions about Contentiful's  
1-on-1 discovery sessions



# THE RATIONALE: CONDUCTING A DISCOVERY SESSION

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Most companies self-prescribe a remedy to their business problems without digging deeper—to determine the real underlying issue or the long-term consequences of not fixing it.

In many instances, what these companies are seeking isn't the final deliverable itself, but rather what the deliverable will achieve: more customers, more traffic, increased brand recognition, improved consistency, and so on.

Without having an in-depth conversation to brainstorm and troubleshoot, it's difficult to (1) truly understand the exact purpose and objective of a project and (2) provide a realistic, long-standing solution. That's why Contentiful encourages our clients to take advantage of the Discovery Session.

Use this FAQ resource to ease your mind and make an “eyes-wide-open” decision about if a Discovery Session is the right course of action.

**The following are answers to some of the most frequently asked questions about these sessions.**



## WHAT IS A DISCOVERY SESSION?

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A discovery session is a means of diagnosing a problem before recommending a solution. It's a deep dive into your business to examine the pain points you are facing and gain a collective understanding of what success looks like to you.

This session allows us to chart a path forward and find the quickest, cheapest, most effective, and least risky way to overcome the obstacles and challenges you face.



## WHAT VALUE DOES THE DISCOVERY SESSION PROVIDE?

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**Perspective:** Get an outside perspective that brings you a ton of value through new revelations.

**Professionalism:** Work with a content professional who considers your needs and pain points using 25+ years of industry expertise to implement content strategies and develop related work products that make sense and look good.

**Clarity and Vision:** Gain clarity about your project needs and develop a vision of how to meet them.

**Exclusive Service:** Enjoy an exclusive service that effectively diagnoses the situation and prescribes the right solution—to ensure the result serves the desired outcome.



# WHAT BENEFIT DO I GET FROM THIS DISCOVERY SESSION?

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Contentiful conducts a one-on-one meeting with you followed by in-depth research (using the information gathered during our meeting) to ensure we are a good fit and understand what your needs are.

After that, we create a detailed report of all the goals of the project and a plan for achieving them (including a proposal with pricing estimates).

Think of it like hiring an architect to draft plans for a building. Since Contentiful is a “content architect,” instead of buildings, it’s content.

Once you have the report and proposal in hand, you can make an informed decision about how and when to implement the project. The report will be a step-by-step blueprint that will give you the best chance of achieving the results you seek.

**At the end of the Discovery Session, you own the detailed roadmap.**

The next step is entirely up to you. You can:

- Contract with Contentiful to implement the proposed plan for you.
- Hire someone else to do it.
- Decide it’s not a worthwhile investment to move forward.

The goal is to bring clarity to your decision about how to move forward. Either way, you’ll have a detailed plan for when you’re ready.



# HOW DOES YOUR DISCOVERY SESSION WORK?

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Contentiful's Discovery Session includes:

- An initial 90-minute video conference call, where we discuss, brainstorm, and map out the details of your project. This is where we dig in and get our hands dirty.
- A series of follow-up emails, where we ask additional questions to fully clarify your business pain points and goals. We'll work to refine a customized, realistic treatment plan and proposal for you.

You will be in good hands with Contentiful's 25+ years of experience developing quality content and designing and managing related work products, along with our dedication to staying well-informed about industry standards and best practices.

The entire purpose of this discovery is to ensure the project plan will serve your business goals, be it increasing revenue, improving user experiences, helping stakeholders make better decisions, or creating efficiencies that save you time and money.

We want you to have a good return on your investment by taking full advantage of the tools and recommendations we provide in the results of this session.



## I ALREADY KNOW WHAT I WANT, CAN WE SKIP THE DISCOVERY SESSION AND GO STRAIGHT TO THE QUOTE ?

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Unfortunately, there is no way Contentiful can give you a realistic quote without knowing the full scope of your project. The Discovery Session helps both parties avoid surprises.

In addition, this process puts a value on Contentiful's experience (education, training, knowledge, expertise, and skillset) and demonstrates how that experience can positively impact the planning stages of your project.

Most of our clients have an idea of what they want but don't know what needs to be done to achieve the desired goals or outcomes.

You wouldn't walk into a doctor's office and tell him what you need without letting him run some tests, assess your situation, and make a professional recommendation.

Contentiful is a **PRO**fessional too, so think of the Discovery Session as a similar relationship—only less invasive! 😊



## HOW MUCH DOES YOUR DISCOVERY SESSION COST?

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You will be hiring me to do the deep-dive work, which varies depending on the scale of the project. If you've secured my services to complete a project for you, the Discovery Session is included in the total project costs.

However, if you just want to do **an Independent Discovery Session, the cost is \$525 USD**

**The best part:** If, in the end, you choose to have me implement the project for you, this amount will be applied/credited toward your project's total cost.



## THIS ALL SOUNDS GREAT. WHEN CAN WE START?

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That's exciting! If you are ready to start, simply click the button below to schedule an initial consult for your Independent Discovery Session.

[Schedule my initial consult](#)

### **Next Steps:**

- ✓ Contentiful contacts you to confirm your 30-minute initial consultation.
- ✓ After the initial consultation, Contentiful sends you an invoice detailing the Discovery Session payment and terms.
- ✓ After payment of your invoice, Contentiful schedules and invites you to your initial, 90-minute, one-on-one meeting.



**Have more questions? Contact me.**

Contentiful Strategies, LLC specializes in the art and science of content architecture. Our mission is to help you break through the content clutter to get effective results.

We offer adaptive content strategies and solutions that balance design with usability. To view the details of our strategies, read articles, and learn more about me, visit:

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