



WORDS FIRST

Services Guide

Harness the full potential of your words
to do business on a human level
in a world of robots.

The Words First Approach



A comprehensive approach that gives you the flexibility to choose one or more of these UX & digital content strategy areas to focus on together during advising or learning sessions.

Planning

Understand the current content situation and envision the future state of the content experience together.

Discovery

Inventory
Evaluation
Vision

Research

Audiences
SMEs
Insights + Opportunities

Aligning Expectations

Org + Audience Balance
Content Goals
Dos and Dont's
Roadmapping

Content Management

Info Sources
Repurposing Content
New Assets

Definition

Collaboratively define the journey, align data with content, and create guidelines for content creation.

Architecture

Organization
Structure
Order + Hierarchy

Flow + Journey

Interactive Content
Content Templates
Data Mapping

Content Creation

Page Content
All Real Words
Guidelines

++ Focus Areas

Digital Accessibility (WCAG)
Empathy + Inclusion
Cross-Channel Content
Stakeholder Management

Review + Enhance

Jointly ensure content quality, optimize UX, and plan for long-term success.

Design Collab

Content Consult
Problem-Solving
UX Optimization

Dev Collab

Content Consult
Problem-Solving
UX Optimization

Testing + Governance

User Testing
UX Content Review
Long-Term Success Planning

Learning Services



Choose the learning package that best suits your current content strategy journey: individual mastery and professional development, or knowledge building for a team/group of professionals wanting to take their content results up, up, and away.

Words First Membership Subscription-----\$75/month or \$810/ year (10% off)

Take your content practice to the next level at your own pace with on-demand content strategy classes, applied classwork for your real-world content work, and a supportive, vibrant community of fellow communications professionals to spark new connections, inspirations, and opportunities for your professional development.

Interactive Training Presentation (non-event)-----\$3,000 (+travel, if any)

Grow your team or group's digital content strategy prowess with a 2-hour, discussion-based training session from Words First founder Bailey Lewis. 100% tailored to your attendees to enhance their digital content strategy skills and tackle the unique challenges they face, and Bailey will guide your group through new ways of approaching content for better business results and a better, more human-focused digital world.

In-House Workshop-----\$6,000 (+travel, if any)

Help your team boost their content strategy skills, collaborate more effectively, and achieve greater competitive advantages in their digital content efforts. This half-day workshop immerses attendees in the world of UX and digital content strategy practices. Words First founder Bailey Lewis provides concentrated and collaborative support as the group learns the basics of human-focused digital content, then make significant progress on their own content by workshopping their materials in-progress according to their new know-how.

Services Pricing for Q1 2024

Contact for updated services after March 31, 2024.



Single-Day Advising Services



Need digital content strategy planning and decision-making guidance? How about organizational or team alignment support from an expert? And you need it to be highly valuable and progress-focused, but also not take forever? These one-day intensive strategy advising sessions were made for you.

VIP Strategy Day-----\$5,000 (+travel, if any)

This half-day session is an efficient way for busy decision-makers to get the guidance they need to drive success in their content initiatives. We'll work closely together to define your goals, assess your current content strategy, align your vision with your desired outcomes, and prepare you to set the wheels in motion toward those business results you're dreaming about. By the end of the day, you'll have a clear action plan and the confidence to move forward with your project, knowing that you have expert guidance in hand.

Team Strategy Day-----\$10,000 (+travel, if any)

Designed for teams of up to 10 people who need to make focused, collaborative progress on a digital content undertaking—and in a hurry. In this condensed but highly effective session, you and your team will work closely with Words First founder Bailey Lewis to define your collective goals, assess your current content strategy, and align your actions with a successful path forward. The group will work through any challenges or obstacles that might be hindering your content progress, and get everyone on the same page about content strategy. By the end of the day, you and your team will walk away with a clear action plan and the confidence to implement that plan to great success in your content initiatives.

Week of Progress Advising Services



Want to remove the fog from around your digital content projects, while securing a path forward that will lead to successful business results? And pick up expert insights and the confidence you need to bring it all home while you're at it? Let's spend a week together.

VIP Intensive Week-----\$15,000 (+travel, if any)

This week-long advising service is a smart investment for decision-makers who are looking to accelerate their content strategy progress, gain expert insights, and set themselves up for victory in their must-succeed content projects. Words First founder Bailey Lewis will work closely with 1-2 executive stakeholders for 3 focused, immersive days to assess your current content strategy, envision your desired future state together, and plot a clear, detailed, and comprehensive action plan to get you there. You'll leave the week with specific and prioritized actions to take back to the office for implementation, allowing you and your team to proceed confidently with your must-succeed content project, with no more guesswork or mystery as you drive your project forward.

Team Progress Week-----\$20,000 (+travel, if any)

A focused, comprehensive, immersive three-day session for teams up to 10 people who are looking to make significant and rapid progress on a specific phase of their digital content project. During this week-long session, Words First founder Bailey Lewis will work with you and your team to align vision and goals and create a detailed action plan to move your project forward. Then, we will take specific and prioritized action together toward completing one major task that we identify together. By the end of the week, your team will be leaps and bounds ahead of where they were on the first day, having busted through obstacles and formed more collaborative work processes, with the confidence to carry the momentum forward toward a successful project delivery.

Book Bailey to Speak at Your Event

Words First founder Bailey Lewis is an international keynote speaker and favorite among audiences around the world.

Her sessions empower and delight your attendees with new perspectives about the power of words to shape more authentic, rewarding, human experiences and interactions in digital spaces.

Bailey teaches professionals who communicate as part of their work to build a more well-rounded technical skill set and future-ready their careers through the game-changing practice of human-focused digital content strategy.

Bailey is available to book for keynotes and her “un-presentations.”

These are unexpected and 100% immersive sessions unlike you’ve ever seen before that focus on interaction, discussion, and audiences learning as much from one another as from the speaker.

If you need a dynamic, inspirational speaker to make your next event the talk of the season, contact Bailey to book sooner rather than later.

Email to book: bailey@wordsfirstcontent.com

Services Pricing for Q1 2024

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Custom Service Requests



Custom advising services start at \$20,000 and are priced depending on scope.

We will build your custom advising package together based on your specific digital content situation and goals. All custom packages are value-priced and set rate, which means you can budget with certainty and without surprises.

Any of the following services require a custom advising package:


- Advising requests outside of service packages found in this services guide
- Engagements requesting any done-for-you services, aka services that are not consultative and required work deliverables from Words First outside of a consulting session
- Any project-based engagements, where Words First is supporting the long-term content strategy direction of a project
- Engagements where any implementation or content creation is requested: writing, visuals, wireframes, documentation, guides, templates, or any other deliverables created by Words First and not the client team
- Any service not outlined as a specific package in this services guide

Words First accepts only a limited number of select custom service engagement requests each year.

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Words are the building blocks of all human communication and connection.

It's time to use yours to their fullest potential to do business that resonates at a human level online and gives your content a competitive edge in any market, with any technology, in any future.

Ready, set...

Contact Bailey Lewis, Founder
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