

TRACY RYAN

Services Guide

Build it. Brand it. Fund it. Survive it.

Strategy from someone who has raised millions, built brands for the world's biggest companies, and kept going through the hardest chapter a parent can face. I'll help you tell your story, build your brand and get funded, even when life isn't making it easy.

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A focused 60-minute strategy session
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Your fractional brand and growth partner
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Four steps to momentum

WHY TRACY

Why work with me

I'm a four-time founder, 31-year brand and design veteran, and global keynote speaker. I don't just advise: I guide you in creating the finished work, from the strategy to the deck, the brand and the campaign.

31+

Years in brand,
design & marketing

\$11M+

Raised for
companies &
science

4

Companies founded,
CEO of three

200+

Stages around the
world

BRANDS I'VE BUILT FOR IBM · Samsung · Paramount · Google

WHO I HELP



Founders

Raising your first or next round and need a pitch and brand that open doors.



Brands & Businesses

Ready to sharpen your story, refresh your look or market with more impact.



Nonprofits & Causes

Turning a mission into a movement that donors, media and partners rally behind.



Leaders in the Storm

Holding a career or company together while life is falling apart.



Powered by AI, built by a designer

From investor and pitch decks to grant spreadsheets and pro formas, I use AI to deliver faster, and I can teach your team to do the same.

START HERE

The Power Hour



A focused 60-minute strategy session on whatever is keeping you up at night: your pitch, your brand, your marketing or your next move.

- ✓ Pre-session questionnaire
- ✓ 60-minute video call
- ✓ Written action plan within 3 business days

Book Your Power Hour →

PACKAGES AT A GLANCE

Package	Best for	Timeline
The Power Hour	Anyone who needs a fast plan	60 minutes
Raise the Round	Founders preparing to raise	4–6 weeks
Brand Builder	New or growing brands	4–8 weeks
Market & Amplify	Brands ready to grow their audience	90 days
Story & Stage	Leaders stepping into the spotlight	4–6 weeks
Lead Through the Storm	Leaders and teams facing crisis	6 sessions / 3 months
Fractional Advisor	Ongoing strategic partnership	3-month minimum

Choose your next move



MOST POPULAR

Raise the Round

Capital readiness, from story to pitch.

For founders preparing to raise.

WHAT'S INCLUDED

- ✓ Investor narrative and brand story
- ✓ Pitch deck strategy, writing and design guidance
- ✓ Investor one-pager and leave-behind
- ✓ Pitch rehearsal and Q&A coaching
- ✓ Investor outreach and email templates

Timeline 4–6 weeks



Brand Builder

A brand people remember and root for.

For new or growing brands that need a clear identity.

WHAT'S INCLUDED

- ✓ Brand discovery workshop
- ✓ Positioning, messaging and brand story
- ✓ Logo, color palette and type system
- ✓ Brand guidelines
- ✓ Launch-ready templates for social, decks and print

Timeline 4–8 weeks

Grow your reach



Market & Amplify

Get seen, get talked about, get results.

For brands ready to grow their audience.

WHAT'S INCLUDED

- ✓ Marketing audit and 90-day strategy
- ✓ Social media and short-form video plan
- ✓ Content calendar and campaign concepts
- ✓ Media and PR positioning
- ✓ Monthly check-ins for 90 days

Timeline 90 days



Story & Stage

Turn your story into your greatest asset.

For leaders, founders and advocates stepping into the spotlight.

WHAT'S INCLUDED

- ✓ Personal brand and thought-leadership strategy
- ✓ Signature story and keynote development
- ✓ Media training for TV, podcasts and press
- ✓ Speaker one-sheet and bio
- ✓ Social presence makeover

Timeline 4–6 weeks

Lead with resilience



Lead Through the Storm

Keep your work moving when life won't stand still.

For founders, executives and caregivers facing illness, loss or crisis, and the companies that support them.

WHAT'S INCLUDED

- ✓ One-on-one sessions on leading and working through trauma
- ✓ Workload, communication and boundary plans
- ✓ How to tell your team, investors or clients
- ✓ Building a support system around your business
- ✓ Team workshops for companies with caregiving employees

Timeline 6 sessions over 3 months

Lead Through the Storm is coaching from lived experience, not therapy or medical advice.



ONGOING ADVISORY

Fractional Brand & Growth Advisor

Your strategic partner on call. Monthly strategy sessions, on-demand feedback on decks, campaigns and creative, investor and media introductions where it's a fit, and a seat at the table for the decisions that matter.

3-month minimum

Limited spots each quarter

Four steps to momentum

01

Book

Choose a package or start with a Power Hour.

02

Discover

Complete a short questionnaire so we hit the ground running.

03

Build

We work side by side, with clear deliverables and deadlines.

04

Launch

You walk away with the tools, plan and confidence to move.

FAQ

Frequently asked questions

Do you work with industries outside healthcare?

Absolutely. I've built brands for tech, entertainment, consumer and nonprofit organizations. Great storytelling works everywhere.

Can I customize a package?

Yes. Every package can be tailored. Start with a Power Hour and we'll build the right plan together.

Do you design the deck and brand, or just advise?

Both. With 31+ years as a designer and marketer, I can guide you in creating the finished work, not just the strategy.

Do you work virtually?

Yes. I work with clients around the world over video, with in-person sessions available in Los Angeles.

How much does it cost?

Every engagement is tailored to your goals, timeline and scope. You'll get clear, upfront pricing before any work begins.

Do you offer payment plans?

Yes. Payment plans are available for every package.

LET'S WORK TOGETHER

Your story is your strategy. Let's put it to work.

Every package is tailored to your goals. Tell me where you are, and I'll send a custom proposal within 2 business days.



Book a Strategy Session

Start with a Power Hour or request a proposal at tracyryan.com



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TRACY RYAN

Keynote Speaker · Brand Strategist · Advocate