



# TOTAL STORYTELLING METHOD

## A Complete Communication Strategy — Built in 3 Months

A communication system that runs itself — generating consistent, on-brand content with minimal daily effort. Plus strategic insights that often reveal business opportunities beyond marketing.

### THE PROCESS

#### MONTH 1

### Discovery

- Leadership deep interview
- Team & client interviews
- Competitor analysis
- Observation day at your office
- Brand audit (web, docs, visuals)

#### MONTH 2

### Strategy

- Narrative framework
- Channel strategy & content plan
- Content calendar
- Resource planning & allocation
- Presentation & feedback loop

#### MONTH 3

### Launch

- System setup & onboarding
- One-month pilot run
- Optimization & fine-tuning
- Documentation handoff
- Next steps & growth roadmap

### WHY IT WORKS

#### Deep Research First

We learn your business before prescribing solutions. No templates — every strategy is unique to you.

#### Radical Candor

Honest assessment of what works and what doesn't. No flattery — real strategic insight.

#### Built for Sustainability

Systems designed for your actual resources. Minimal effort, maximum consistency.

#### Beyond Marketing

Analysis often surfaces operational insights, hiring ideas, and new business directions.

### IDEAL FOR

Organizations ready to build a coherent communication engine.

10–100 employees. Established product or service. Leadership willing to invest time in discovery.

Core sectors: Tech & SaaS • Sustainability & Green • Professional Services • Think Tanks & NGOs

#### FOUNDING CLIENT PROGRAM — LIMITED TO 10 COMPANIES

**40,000 HUF / month** (founding-client rate while building 10 case studies)

100% satisfaction guarantee after Month 1. Payment is optional if you're not convinced.

### WHAT CLIENTS SAY

“ *His intelligence is formidable. He constantly delivers beyond expectations and offers key insights.* ”

— József Illés, CEO, IDBC Creative Solutions

“ *The way this guy uses Tone of Voice is very unique. He instantly adapts to any professional environment.* ”

— Tom Hidvegi, Creative Strategy Lead LATAM, The Coca-Cola Company

“ *He helped us oversee marketing operations and has been a key component in our content process for years.* ”

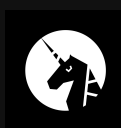
— András Perényi, CEO, Webshippy

### CREDENTIALS

24 years in communications • MA Communication & MA Sociology

Former clients: Norsk Hydro • Webshippy • Lexunit • Planergy • Publicis Groupe • Ballantine's • Electronic Arts

Sectors: IT Governance & Cybersecurity • AI/ML • E-commerce • Environmental NGOs



*Interesting times require ingenious methods.*