

# LOCAL EDGE BUSINESS BOOST GROWTH PACKAGES

In partnership with ĀPŌPŌ Studios

We're here to help local businesses get the edge to grow. Our packages combine strategy, video, photography, and CashFlowFirst tools to set your business up for success—at a price that works for you.

Affordable packages designed for real, sustainable growth.

Let's make sure your business has the support it needs to thrive, without the big agency fees.

Ready to give your business the edge? Get in touch: [hello@ctcnow.co](mailto:hello@ctcnow.co)

ctc...now

Studio R

cashflow  
first

āpōpō  
STUDIOS

# LOCAL EDGE BUSINESS GROWTH PACKAGES

Affordable, professional content, strategy, and financial clarity — designed for South Auckland businesses.

We're here to help local businesses thrive with high-impact packages that combine expertise and value. Our three core pillars focus on what you need most to grow.

## Video & Photography

Create powerful visual content that builds trust, increases visibility, and tells your unique business story. Professionally produced videos and photos that resonate with your audience.

## Marketing Strategy

Get clear, actionable marketing strategies with a simple plan you can execute immediately. No fluff—just practical tools to drive results.

## CashFlowFirst

Gain confidence in your financial health with practical tools and expert guidance. Understand your cashflow and make better decisions to improve your business's financial future.

# WHAT'S INCLUDED IN EACH OFFER

Over the course of one morning or afternoon (must be completed on the same day), you will receive the following services:

## Video Production

- **5–7 Professional Marketing Videos:** Including behind-the-scenes footage, customer testimonials, and a "day-in-the-life" of your business. These videos are designed to build trust and increase visibility.
- **2x Script Writing Sessions:** 2 online sessions to help craft the messaging and story of your videos. This ensures your content hits the right notes with your audience.
- **Professional Editing:** All videos are professionally edited with your branding and captions added, ensuring they're polished and ready for marketing.

## Photography

- **5–7 Professional Photos:** High-quality, professionally shot images that reflect your brand and connect with your audience. Perfect for use across your website, social media, and marketing materials.

## Marketing Strategy & Execution

- **Marketing Survey:** We'll send out a survey to better understand your business, target market, and marketing goals.
- **45-Minute Face-to-Face Consultation:** A personal meeting to discuss your marketing strategy and dive deep into what's working and what isn't.
- **Audit:** We'll review your current marketing efforts, providing insight into what's working and where improvements can be made.
- **Simple Recommendations:** Clear, actionable recommendations to improve your marketing and help you grow your business.
- **2x Online Group Sessions:** Two sessions spaced out over two months to help you implement your new marketing strategy and troubleshoot any challenges.
- **30–60 Day Execution Plan:** A step-by-step plan to help you take immediate action on the marketing improvements and strategies discussed.

## CashFlowFirst (Worth \$1,750)

- **Pre-Work Survey & Excel Template:** A simple survey and template to gather your financial data, which will help set the foundation for your financial health check.
- **45-Minute Financial Health Check:** A one-on-one session with an accountant (either face-to-face or online) to assess your business's financial health and identify potential issues.
- **90-Day Cashflow Forecast:** We'll help you create a forecast for the next 90 days, along with key early warning indicators, to help you stay ahead of potential cash flow challenges.
- **2x Online Group Coaching Sessions:** Over the next two months, we'll offer two group coaching sessions to help you stay on track with your cashflow management and apply the tools we've discussed.

## Important Notes

- The package includes one half-day on-site session where we complete all filming, photography, your marketing consultation, and CashflowFirst financial health check. Your professionally edited videos and photos are delivered within four weeks, with online group coaching sessions scheduled over the following two months.
- Āpōpō Studios is not a financial advisor. The CashflowFirst services, delivered by a qualified chartered accountant, provide practical tools and advice specifically designed for small businesses to help you understand and manage your cash flow. This service gives you the financial guidance you need to make better business decisions.

## Payment Terms

We keep things simple. For the LOCAL Boost package @ \$ \$3497 + gst, payment is split into three parts:

\$1748.85 upfront to secure your booking  
\$874.25 when your professionally edited videos and photos are delivered (within 4 weeks)  
\$874.25 balance due 30 days after delivery

All payments are due on invoice. We accept bank transfer or credit card.

# **PRACTICAL SUPPORT FROM PEOPLE WHO KNOW BUSINESS**

## **Studio R – Lights, Mics & Action**

Kia ora, I'm Rajeev. I help small businesses share their stories through great photography, video and sound. From podcasts to short clips, I make sure your brand looks and sounds sharp.

## **ctcnow – Strategy First**

I'm Karine. For over 20 years I've helped businesses in NZ and Australia grow the smart way. No fluff, no jargon — just practical strategies and marketing execution that work and keep you visible. If you want straight advice that gets results, I can help.

## **CashflowFirst – Finance Made Simple**

I'm Indula. I help small businesses take control of their cashflow and plan for growth. Whether it's clear accounting, better systems, or part-time CFO support, I provide advice you can actually use. Simple, practical, and focused on your business.

## **Supporting local businesses**

We know times can be tough for small businesses. That's why we've partnered with Āpōpō to offer the Local Business Boost package at a special rate — lower than our usual commercial pricing — to give local businesses the support they need to keep moving forward.

Keen to know more? Flick us an email at [hello@ctcnow.co](mailto:hello@ctcnow.co)



Practical help for  
Kiwi businesses,  
plus the Local  
Business Boost  
package to give  
extra support when  
it's needed most.