

THE MEDIA COLLECTIVE
A LA CARTE SERVICES

THE
MEDIA
COLLECTIVE

GET SEEN, HEARD & PAID

STRATEGIC VISIBILITY • MESSAGING • AUTHORITY

The Media Collective | 2026

NATASHA NORRIS

TV HOST. MEDIA CONSULTING. BUSINESS OWNER.
26-YEAR RETIRED NAVAL OFFICER

WELCOME TO THE MEDIA COLLECTIVE

Where powerful brands are shaped, stories are amplified,
and visibility becomes inevitable.

I'm Dr. Natasha Norris, Founder of The Media Collective, your strategic partner in brand elevation, media positioning, and visibility that converts. As a multi-brand CEO, television program creator, and award-winning entrepreneur, I've built my career on helping visionaries turn their message into measurable, market-shifting impact.

And the world is taking notice.

In December 2025, The Media Collective was honored with the Best Emerging Marketing & Visibility Agency award, recognizing the groundbreaking work we do in transforming entrepreneurs, authors, and thought-leaders into the most visible, influential versions of themselves.

This proposal outlines a strategic partnership designed to help **White Turtle Beauty** refine its positioning, strengthen its messaging, and earn media attention that aligns with its premium price point and long-term vision.

Our work together is rooted in clarity, intentional visibility, and alignment. This is not about chasing exposure. It is about ensuring your message is clear enough to convert—before the spotlight arrives.



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OVERVIEW

The Media Collective provides strategic media consulting services designed to help brands clarify their message, strengthen authority, and leverage visibility for measurable opportunity.

All services are advisory in nature and include documented deliverables to ensure clarity, alignment, and execution.

Who This Is Not For

The Media Collective is not designed for brands seeking guaranteed press placements, viral shortcuts, or done-for-you publicity. Our work is best suited for founders and companies ready to refine their positioning, strengthen their messaging, and prepare strategically for visibility opportunities.

AS SEEN ON



AND OVER 200 NEWS SITES

Verified by AnotherZero.com

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Consultation Value & Expectations

Consultation value is **\$397**. All consultation-based services include written strategic deliverables.

Media placements, influencer partnerships, and celebrity collaborations are not guaranteed and are subject to brand readiness, alignment, and third-party decision makers.

Select à la carte services are available following a brief 15-minute alignment conversation to ensure fit, scope, and readiness.

Following this conversation, approved clients will receive payment instructions via email to secure the selected service.

This process ensures each engagement is intentional, aligned, and positioned for the strongest possible outcome.

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À La Carte Services & Investment Guide

Media Readiness Consultation

Investment: \$397

Format: 60–75 minute Zoom consultation

Completion Timeline: Same day delivery

Deliverables:

- Media Readiness Scorecard
- Brand Visibility Risk Assessment
- Recommended Media Pathway
- Written Next-Step Recommendations (PDF)

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Media & Visibility Audit

Standard: \$597 | Priority: \$797

Format: Audit + 45-minute Zoom review

Completion Timeline:

- Standard: 5–7 business days
- Priority: 2–3 business days

Deliverables:

- Written Audit & Gap Analysis
- Platform-Specific Recommendations
- Strategic Visibility Roadmap (PDF)

Brand Messaging & Positioning Session

Standard: \$997 | Priority: \$1,297

Format: 90-minute Zoom intensive

Completion Timeline:

- Standard: Scheduled within 7–10 business days
- Priority: Scheduled within 3–5 business days

Deliverables:

- Core Brand Message
- Authority Positioning Statement
- Messaging Framework (PDF)

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Pitch Strategy Development

Standard: \$1,497 | Priority: \$1,997

Format: Strategy Development + 60-minute Zoom session

Completion Timeline:

- Standard: 7–10 business days
- Priority: 4–5 business days

Deliverables:

- Pitch Angles
- Outlet Alignment Guidance
- Pitch Strategy Playbook (PDF)

Author Brand & Message Positioning

Standard: \$997 | Priority: \$1,297

Format: 90-minute Zoom intensive

Completion Timeline:

- Standard: Scheduled within 7–10 business days
- Priority: Scheduled within 3–5 business days

Deliverables:

- Author positioning statement
- Core message alignment (book ↔ brand ↔ visibility)
- Talking points for interviews, panels, and media
- Author Positioning Brief (PDF)

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Author Media Readiness Audit

Standard: \$597 | Priority: \$797

Format: Audit + 45-minute Zoom review

Completion Timeline:

- Standard: 5–7 business days
- Priority: 2–3 business days

Deliverables:

- Review of author bio, book description, and platform
- Visibility readiness assessment
- Messaging gaps and opportunities
- Author Media Readiness Report (PDF)

Book-Based Pitch Strategy

Standard: \$1,497 | Priority: \$1,997

Format: Strategy development + 60-minute Zoom session

Completion Timeline:

- Standard: 7–10 business days
- Priority: 4–5 business days

Deliverables:

- Media pitch angles tied to book themes
- Outlet alignment guidance (podcasts, panels, features)
- Interview positioning strategy
- Book Visibility Pitch Playbook (PDF)

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Visibility Strategy Intensive (By Invitation Only)

Standard: \$4,997

Format: 8 hours in-person or full-day Zoom intensive

Completion Timeline:

- Standard: Scheduled within 7–10 days

Deliverables:

- Complete Brand Audit
- 90 Day Visibility/Sales & Marketing Action Plan
- Messaging Alignment Map
- Strategic Implementation Session
- Media, Collaboration, Boutique Pitch Generation, and aligned contact information
- **Mini Brand Photoshoot (as required)**
- Strategic Summary (PDF)

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Celebrity & Influencer Collaboration Assistance (By Invitation Only)

Standard: \$997 | Priority: \$1,497

Format: Strategy Development + 60-minute Zoom session

Completion Timeline:

- **Standard: 7–10 business days**
- **Priority: 4–5 business days**

Deliverables:

- **Collaboration Alignment Criteria**
- **Outreach Strategy Guidance**
- **Collaboration Readiness Brief (PDF)**

Note: High-profile celebrity and influencer collaborations cannot be guaranteed due to industry gatekeeping and representation layers

Priority Tier Description

Priority services include expedited scheduling, faster turnaround times, and preferred calendar placement. A rush option may be offered based on availability.

Author Services

Author services focus on positioning and strategic visibility readiness. Book sales, bestseller status, and media placements are not guaranteed.

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Why The Media Collective

The Media Collective provides boutique, high-touch strategy rooted in clarity, not hype.

We understand that visibility without positioning leads to confusion, wasted effort, and stalled growth. Our approach ensures that when attention comes, your brand is prepared to receive it with confidence and credibility.

This work is not about doing more.

It is about doing what matters.



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*Turning visibility into clarity,
credibility, and income.*

www.natashanorris.com