Why People Buy by Atharv Joshi

Services Guide

Everything you get, what it costs, how long it takes and what I'll need from you. In writing, so nothing gets lost on a call.

YOUR GUIDE

Receipt #2026 · what's inside

Which package do I need?	p.3
Brand & Content Audit	p.4
Positioning & Content System	p.6
Personal Branding	p.8
Prices & payment	p.10
How we work	p.11
Questions	p.12

SURPRISES **0.00**

Dubai, UAE · atharvj202@gmail.com · See the receipts · Edition: November 2026

Why this guide exists

Most strategy projects go wrong before they start, because the client heard one thing on a call and the strategist meant another. This guide fixes that. Every deliverable, timeline, price and rule is written down here, so we agree on the same thing from day one.

Who I am

I'm Atharv Joshi, a brand strategist based in Dubai. I co-founded a healthcare subscription startup in India, did brand strategy for consumer brands at Sociomunk, and now run content strategy in Dubai real estate. My work starts with one question: why do people decide what they decide? I hold certifications in neuroscience (Johns Hopkins University) and in consumer behaviour.

What I do, in one line

I find the reason people choose your brand, build your positioning around it, and set up the content system that says it every week.

Who I work with

D2C and FMCG brands
Premium products whose content sounds like every competitor's, and whose price needs a better reason.

Real estate
Developers, brokerages and agents selling high-stakes purchases to buyers who need to trust a person first.

Founders
Founders who want a personal brand on Instagram that sounds like them and builds the company's credibility.

Not a fit
Brands looking for someone to "just post daily", run paid ads, or design logos. I'll happily point you to someone who does.

How to use this guide

- ✓ Read page 3 to see which package fits your situation.
- ✓ Read that package's pages. They list every deliverable, the timeline, what's not included and what I need from you.
- ✓ Pages 10 and 11 cover prices, payment, revisions and the rules we both follow.
- ✓ Then book the free 30-minute call. We'll spend it on your brand, not on explaining packages.

Choosing

Which package do I need?

Think of the audit as the doctor telling you what's wrong, and the system as the treatment. Personal branding is a separate track for founders.

	Audit	System	Personal Branding
Answers	"Why isn't this working?"	"What should we be, and how do we say it every week?"	"How do I build trust as the face of my company?"
I	Diagnose what exists	Build the strategy from scratch, with you	Build your personal brand, then keep it running
You get	A ranked report and a 90-day fix list	Positioning, personas, pillars, verbal identity, calendar, workflow	A personal brand playbook, plus monthly reel scripts and captions (optional)
Your effort	Low	Medium	Low to medium
Time	7–10 working days	3–4 weeks	2 weeks setup, then monthly
Best if	You know something's off but not what	You're ready to commit to a direction	You're a founder who should be visible, but isn't

The usual path

Start with the audit

Low risk. You see how I think, and you get a clear list of what to fix, whether or not we work together after.

Then the system, with credit

Book the Positioning & Content System within 30 days of your audit and the full audit fee comes off the System price.

Already know exactly what's wrong? You can go straight to the System. Its first week includes the research an audit would cover.

Package 1 of 3 · Start here

Brand & Content Audit

Find out why your content isn't converting, and what to fix first. An honest, written diagnosis of your brand and content, with a prioritised plan.

UAE	India	International
AED 1,500	**₹15,000**	**$400**
from	from	from

Timeline	7–10 working days from kick-off (after payment and access)
Format	Written report (PDF), plus a 45-minute walkthrough call
Scope	One brand, one primary platform (usually Instagram), up to 3 competitors

What you get

1. **Positioning review**
   What your brand currently claims, what it can actually prove, and whether customers can tell you apart from competitors.

2. **Audience check**
   Who your content is really reaching versus who actually buys from you. Mismatches here are the most common hidden problem.

3. **Competitor snapshot**
   Up to 3 competitors: what they own in the customer's mind, and the gap nobody is claiming.

4. **Content breakdown**
   Your last 30–60 posts reviewed: what builds trust, what leaks it, which formats work, and what to stop.

5. **Hidden proof list**
   The credibility you already have but aren't showing: process, track record, numbers, founder story, reviews.

6. **Ranked problem list**
   Every issue found, ranked by impact on sales, so you know what to fix first.

7. **90-day fix list**
   What to change in month 1, 2 and 3. It tells you what to fix. Building the full solution is the System.

8. **45-minute walkthrough call**
   I take you through the findings and answer questions. Recorded on request.

How the 10 days run

Day 1
Kick-off. You send access and a short questionnaire (about 20 minutes).

Days 2–4
I study your brand, audience and competitors.

Days 5–7
Content breakdown and hidden proof review.

Days 8–9
I write the report and the 90-day fix list.

Day 10
Report delivered, walkthrough call booked.

What I need from you

- ✓ View access to your Instagram insights (or screenshots of the last 90 days)
- ✓ The completed questionnaire
- ✓ Names of up to 3 competitors you worry about
- ✓ Any sales or customer data you're comfortable sharing
- ✓ One person who can answer questions within 2 working days

Not included

- × Building the new positioning or content system (that's the System)
- × Creating posts, designs or videos
- × Paid ads, SEO or website audits
- × Additional platforms or competitors (quoted separately)

Revisions

The audit is a diagnosis, so the findings aren't "revised". If anything is unclear, I'll clarify it in writing within 5 working days of the walkthrough call.

Audit credit
Book the Positioning & Content System within 30 days of your audit delivery and the full audit fee comes off the System price.

Positioning & Content System

Decide what your brand stands for, and turn it into a content system your team or agency can run without me.

UAE	India	International
AED 6,000	**₹60,000**	**$1,600**
from	from	from

Timeline	3–4 weeks from kick-off (after payment and access)
Format	Strategy document, templates, two working sessions and a handover call
Scope	One brand, up to 2 audience segments, one primary platform

What you get

1. **Positioning built on proof**
   A positioning statement and the 3–5 claims your brand can genuinely prove, and competitors can't copy.
2. **Audience personas**
   Up to 2 detailed personas: what they fear, what makes them trust, what they need to believe before buying.
3. **Messaging framework**
   Your core message, supporting messages per persona, and the proof that backs each one.
4. **Verbal identity**
   Voice, tone, words to use and words to ban, with before-and-after examples.
5. **Content pillars**
   3–5 pillars, each with a clear job (attention, trust or conversion) and example topics.
6. **Formats and mix**
   Which formats to use for each pillar, and how often.
7. **4-week content calendar**
   A ready-to-use first month with post ideas, hooks and the pillar each one serves.
8. **Workflow**
   Who does what, from idea to published post, so your team or agency can run it every week.
9. **Handover call**
   A 60-minute session to walk your team through everything.

How the 4 weeks run

Week 1 · Research
Kick-off workshop (90 minutes), questionnaire, audience and competitor research. If you did the audit, we build on it.

Week 2 · Strategy
Positioning, personas and messaging drafted. Working session to review (60 minutes).

Week 3 · System
Verbal identity, pillars, formats and calendar built.

Week 4 · Handover
Final revisions, documents delivered, handover call with your team.

What I need from you

- ✓ Founder or decision-maker in the kick-off workshop
- ✓ Completed questionnaire
- ✓ Access to Instagram insights and any customer data
- ✓ Feedback within 3 working days at each review
- ✓ One final decision-maker for sign-off

Not included

- × Logo, visual identity or design work
- × Creating, shooting or editing the content
- × Posting, community management or paid ads
- × Extra personas, platforms or brands (quoted separately)

Revisions

Two rounds of revisions on the strategy (week 2) and two on the system (week 3). Extra rounds, or changes in direction after sign-off, are quoted separately.

After the project
You own everything I deliver. If you'd like me to review how the system is running after a month, a 45-minute check-in call can be added.

Personal Branding for Founders

A personal brand on Instagram that sounds like you and earns trust for your company. A one-time setup, then optional monthly content.

	UAE	India	International
Setup (one-time, from)	AED 2,000	₹15,000	$550
Monthly content (optional, from)	AED 2,500 / month	₹20,000 / month	$700 / month

Part 1 · Setup (2 weeks)

1. **Founder story and positioning**
   What you want to be known for, your story, and why people should listen to you specifically.
2. **Content pillars and topic bank**
   3–4 pillars and a bank of topics drawn from your expertise and experience.
3. **Your verbal identity**
   How you sound on camera and in captions, so every post sounds like you, not like a template.
4. **Reel formats and weekly rhythm**
   Which reel formats suit you and how often to post.
5. **Profile review**
   Bio, highlights and pinned posts, written for trust.

Part 2 · Monthly content (optional)

1. **Reel scripts**
   Up to 12 reel scripts a month, written in your voice, with hooks and on-screen text.
2. **Captions**
   A caption for every scripted reel.
3. **Monthly planning call**
   30 minutes to plan topics and review what worked last month.

How it runs

Week 1
Founder interview (60 minutes) and questionnaire.

Week 2
Setup playbook delivered, with one round of revisions.

Monthly
Planning call in the last week of each month. Scripts and captions for the next month delivered by the 1st.

What I need from you

- ✓ The founder, not a stand-in, for the interview and planning calls
- ✓ Script approvals within 3 working days
- ✓ Someone to shoot and edit (your team, an agency, or your own phone)
- ✓ Access to Instagram insights

Not included

- × Shooting, filming or editing reels
- × Carousels and graphic design
- × Posting, replying to comments or DMs
- × Paid promotion or ads
- × LinkedIn or other platforms

Revisions and notice

One round of revisions on the setup playbook, and one round per batch of monthly scripts. Monthly content runs month to month with 30 days' written notice to stop. Unused scripts don't roll over to the next month.

Prices and payment

Starting prices for a standard scope. After the free call, you'll get a one-page quote with the exact price for your brand.

Package	UAE · AED	India · ₹	International · $
Brand & Content Audit	1,500	15,000	400
Positioning & Content System	6,000	60,000	1,600
Personal Branding · setup	2,000	15,000	550
Personal Branding · monthly	2,500 / mo	20,000 / mo	700 / mo

All prices are "from" and exclude taxes where they apply. Which currency applies depends on where your business is based.

How payment works

- ✓ **Projects (Audit, System, Setup):** 50% upfront to book your slot, 50% on delivery.
- ✓ **Monthly content:** paid in advance, at the start of each month.
- ✓ Work starts once the first payment and the access I need are in.
- ✓ Final files are shared once the last payment is received.

Audit credit

Book the System within 30 days of your audit and the full audit fee comes off the System price.

About discounts

"We're like family", "it's a quick job" and "great exposure" don't work. Being referred by one of my past clients does: you get a referral discount. Mention their name on the call.

How we work together

Clear steps, written deliverables, and a few rules that keep projects on time.

From first call to delivery

Step 1 · Free call

30 minutes on your brand, your buyers and what's not working. No pitch deck.

Step 2 · Quote

Within 2 working days: a one-page scope with deliverables, timeline and price. You then have **4 days** for every question, doubt and second thought. After that, the slot goes to the next brand in line. I don't chase clients. I'd rather spend that energy on your strategy.

Step 3 · Booking

You approve the scope and pay 50%. I confirm your start date.

Step 4 · Work

Research, strategy and reviews, as set out in your package.

Step 5 · Handover

Documents and templates delivered, walkthrough call, final 50%.

The rules we both follow

- ✓ **Timelines pause while I'm waiting on you.** If feedback or access is late, the delivery date moves by the same number of days.
- ✓ **Everything is in writing.** Scope, changes and approvals happen over email, so nothing depends on memory.
- ✓ **Scope changes are quoted first.** If you want something not in your package, I'll send a price before doing it.
- ✓ **You own the work.** Once paid in full, everything I deliver is yours to use. I may mention the project in my portfolio unless you ask me not to.
- ✓ **Confidential stays confidential.** Your data and internal information are never shared.
- ✓ **Working hours.** Sunday to Thursday or Monday to Friday, depending on your market. Replies within 1 working day.
- ✓ **Cancelling a project.** The upfront 50% covers work already started and isn't refundable. Monthly content stops with 30 days' notice.

Questions people ask

Honest answers. Some of them slightly too honest.

Do you only work with brands in the UAE?
No. Zoom works in every time zone, and I've checked. I'm based in Dubai and work with brands in the UAE, India and anywhere else with decent Wi-Fi.

Can you make our content go viral?
Sure, right after I make it rain on command. What I can do is make people trust you, which is less exciting at parties but much better for revenue. Viral is a lottery ticket. Trust is a salary.

Do you create the content too, or just the strategy?
Strategy is the main course, but I don't leave you to cook it. For founder personal branding on Instagram, I write the reel scripts and captions. You just show up and look like you woke up that insightful. For shoots and design, I brief your team, so nobody "gets creative" with the plan.

Our product is great. Why isn't it selling?
Congratulations, so is everyone else's. Literally every competitor's website says the same thing. Customers can't tell you apart, so they pick the cheapest or the loudest. The audit finds the one thing only you can say.

Can't we just post more?
You can. Posting more of what isn't working is a bold strategy, and I admire the commitment. Or we could fix what you're saying first, then post.

How do payments work?
50% upfront, 50% on delivery. I love brands, but I love paid invoices slightly more.

What if I'm not sure which package I need?
Relax, nobody is. That's why the call is free. Thirty minutes, no slides, no "let's circle back". Most of the time I'll tell you to start with the audit, because I'd rather you see how I think before you spend real money.

Next step

Let's find out why people buy from you.

Book a free 30-minute call. You'll leave with at least one thing to fix, whether we work together or not.

Email	atharvj202@gmail.com
WhatsApp	+91 97631 39329
Call	+971 52 799 3466
Website	See the receipts (yes, I have them)

To make the call useful, send me

- ✓ Your Instagram handle and website
- ✓ What you sell, and who buys it
- ✓ What you think isn't working, in one or two lines

This guide describes standard scopes. Your one-page quote is the final word on deliverables, price and timeline for your project.