CONFIDENTIAL

# [ Pirie Grossman ]

Our recommended position, ethos, message, and content strategy. The thinking behind each call, and what it sets up.



ARCBOUND

# The *spine* of the strategy

Five sections: Foundation, Audience, Positioning and Ethos, Expression, and Content and Activation.


**01** FOUNDATION
The problem you solve, what you told us, the path that brought you here, and what you want from this work

**02** AUDIENCE
The one woman you write for first, and the readers who listen in beside that reader

**03** POSITIONING & ETHOS
One position on two tracks, your vision and mission, the beliefs behind it, your method, and what makes content perform

**04** EXPRESSION
Where the brand stops, and how it sounds when you write

**05** CONTENT & ACTIVATION
Pillars, channels and cadence, and the offer with the next steps

# Women succeed at work but still wake up *unhappy*

You believe the world needs this message now, and you asked us to help it reach women, particularly in midlife.

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Mindset work, positive thinking and affirmations only fix the surface, and they never reach the cause.

YOUR WORDS

*"women who are successful, who are thriving, but who are waking up at 50 years old and going, is this all there is?"*

SECOND CALL · AUG 24, 2026

# What we heard and what it *means*

Three findings point to one brand, built on the pattern.

| | | |
|---|---|---|
| **THE PATTERN**<br>You named the obstacle as the pattern, and you call yourself a pattern strategist. | → | It becomes your position, with The Niceness Trap™ as the idea you own and TRUE as the way it changes. |
| **THE PLATFORM**<br>The book is one element of a larger platform, and writing and groups come before a full client load. | → | The goals follow your order, and your time goes to writing and workshops. |
| **THE FIRST IMPRESSION**<br>You want a visitor to feel that you are credible, trustworthy, approachable and warm, with credibility the biggest. | → | The voice and the visual identity lead with credibility and carry warmth. |

YOUR WORDS

*"The issue is the pattern because everybody has a pattern."*

DISCOVERY 2 · OCT 14, 2026

# The strategist's *arc*

Your work moved from interviewing other people to naming their pattern.

## EARLY FOUNDATION

| | |
|---|---|
| TELEVISION HOST AND PRODUCER | 1988 to 2000, at E! Entertainment Television, Encore Movie Channel and Entertainment Tonight. Your first career put you in front of other people's stories. |
| CHILDREN'S DAY PRODUCER | In 2005, at a five day compassion conference with the Dalai Lama in Sun Valley, where you also learned to meditate. |
| COMMUNITY LEADERSHIP | 2007 to 2019, co-chair of the 2009 Special Olympics World Winter Games in Idaho and board member of the Sun Valley Wellness Institute and The Community School. Years of leading for causes before leading this message. |
| YOUR COACHING PRACTICE | From 2017, coaching women toward greater authority, visibility and influence. This is where you began finding the pattern behind what holds a woman back. You stepped back about three years ago, and this message brought you out of retirement. |

## YOUR PRACTICE

| | |
|---|---|
| OWN YOUR THRONE | 2020 to 2021, 38 episodes of conversations with guests, with a co-host. |
| TWO BOOKS ON REINVENTION | From 2021. Reinvention was the message, and it felt finished until the next one arrived. |
| THE NICENESS TRAP™ | January 2026, a download that you wrote out in about two weeks, and the start of your Substack. |

## PROOF THAT LEADS

| | |
|---|---|
| THE BATTERY | May 2026, a workshop at a San Francisco club, the pattern work tested with a live audience. |
| THE SUNDAY PAPER | August 2026, your first article for Maria Shriver's The Sunday Paper, which has asked for more. |

## NOW AND NEXT

| | |
|---|---|
| NOW | Writing twice a week on Substack, with worksheets and tools for paid subscribers. |
| NEXT | A January workshop, and your book, where the message reaches women in person and in print. |

# Goals

Three goals, with the first two in the order you gave them.

THE BOOK — GOAL ONE

A book that reaches the New York Times list. You want it out faster than the traditional two to three year route. You see it as one element of The Niceness Trap™, alongside the curriculum and essays.

THE NAME — GOAL TWO

A name that makes you a well-known thought leader in the genres The Niceness Trap™ speaks to. You want pattern disruptor and strategist in your bio and thought leadership. Your writing, speaking and workshops are how more women come to know it.

THE BUSINESS

A business that runs without your constant attention, with fewer private clients than before. It leaves your time for creating content, telling stories and teaching, and for workshops and speaking that reach more women.

# Who this is *for*

The woman in midlife who is deciding what comes next.

THE FIRST READER · DECIDES

The successful, educated woman in midlife you named as your number one target. A woman like this reads your essays, comes to a workshop or salon, and books deeper work after meeting you there.

LISTENING IN · A SENIOR WOMAN

A woman in a senior role, including the C-suite, who wants to be heard, seen and promoted. A reader like this follows your writing, listens in, and may bring you in for a talk or workshop at work.

WHO BOOKS YOU

The **hosts**, **editors** and **organizers** who invite you to speak, write or appear, and who meet the brand through your name and your message.

LATER · A SMALLER GROUP

College women, whom you want to reach through speaking and workshops once the first reader knows you.



# *Enter* Pirie Grossman

You lived inside the pattern before you could name it. **You are the pattern strategist who helps women spot the pattern holding them back and choose a new one, through your writing, your workshops and your coaching.**

THE GAP Your website and profile still shift between several versions of the brand. A woman looking for the pattern work has to hunt for it, and the people who book you cannot tell what they would be booking.

## FOR THE WOMAN IN MIDLIFE

You help women see the pattern they are living in and stay with them while it changes. The book, the salons and one to one work all start there.

## FOR THE PEOPLE WHO BOOK YOU

You give hosts, editors and organizers one clear message that a whole audience can take with them, in a talk, a workshop or a company day.

# Vision and *mission*

Where the work is headed, and what you do to get there.

VISION

Women are no longer quieted by fear. They show up in the world without dimming their light, at the table, at home and with their friends. They lead with compassion, empathy and care alongside their brain power.

MISSION

You find the pattern that holds women back and put the light on their lives so they can see it. Then you wake them up to what they can change.

MESSAGE You are the pattern strategist for the woman who is ready to stop seeking approval.

# Core *beliefs*

Six convictions, each one visible in how you work.

### PATTERN

Women do not have a confidence problem, so the work starts with seeing the pattern. Work begins by finding the through line in a woman's life.

### KINDNESS

Kindness is not the enemy, so nothing here asks women to harden. A woman can speak up in the boardroom and at home and stay kind.

### FUN

Self work can be fun, so women can laugh at their patterns. A girlfriend audit brings ‘aha’ moments that let women name a pattern together.

### MESSAGE

The brand points at the pattern and away from you. A pattern can be seen and changed.

### TOGETHER

Women do this better together, so salons and shared essays are part of the method.

### EXPERIENCE

Every chapter of a life counts as credibility, so nothing a woman has done is wasted. Television, writing and every other chapter come together here.

YOUR WORDS

*“I have lived inside this pattern, benefited from it, paid dearly for it, and learned how to recognize it.”*

EMAIL · AUG 26, 2026

# The *TRUE* Framework

Your method runs from finding the pattern to choosing the one that replaces it.

**WHERE IT'S HEADED** Women see their pattern, break it and choose a new one, with your essays and monthly article showing the method at work.

**01**
TRUTH
Recognize what is true beneath the conditioning, fear and automatic response.

→

**02**
RESPONSIBILITY
Discern what is yours to carry, change or say, and what is not.

→

**03**
UNHOOK
Interrupt approval seeking, over-functioning, self-editing and guilt.

→

**04**
EMBODY
Practice speaking and choosing from your truth until it becomes a new way of being.

THE PROOF The pattern work behind it has run in salons and at The Battery. You say 1,000 people filled out the audit on your site.

YOUR WORDS

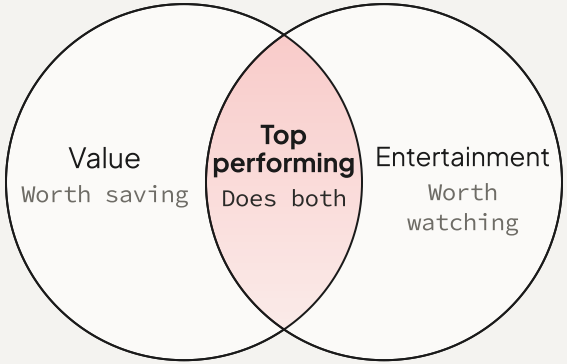
*"What's not working because of that pattern, how to break that pattern, but then what other pattern do you put in?"*

PRODUCT ARCHITECTURE CALL · OCT 15, 2026

# What makes content *perform*

The best content does both, and every piece starts with the audience, as we have observed across clients.

AUDIENCE-FIRST




REACH Extends to new audiences

CREDENTIAL-FIRST




Builds ethos and credibility

REACH

Limited to friends and family

AN EXAMPLE Your first Sunday Paper piece was written for a new audience, and by your account it brought new followers.

# Edges and *voice*

The brand is warm and direct, and never turns into a version of you that you aren't.

| THIS BRAND IS | |
|---|---|
| **Warm and approachable** | Speaks to a woman as an equal. |
| **Credible and trustworthy** | Grounded in the pattern you have lived. |
| **Plain and direct** | Short and clear, never over-explained. |

| THIS BRAND IS NOT | |
|---|---|
| **Cold to be taken seriously** | Compassion and listening count as strength. |
| **Angry or performing** | Even tempered, open to men, and true to who you are. |
| **Buzzwords** | Tired words stay out, and every line sounds like you. |

## SOUNDS LIKE YOU

*"Everyone has a pattern, and a pattern can change. Start by seeing yours."*

*"Next time you say yes before deciding, notice what you were protecting."*

*"Come sit on the couch and look at what you keep saying yes to."*

WRITTEN IN YOUR VOICE

## DOES NOT SOUND LIKE YOU

/ *"Thrilled and humbled to announce a transformative new chapter."*

/ *"You are a warrior goddess, so rise and crush your goals."*

/ *"Optimize your emotional bandwidth for holistic growth."*

WRITTEN FOR CONTRAST

# Pillars

Five subjects to write about, each one serving a goal.

| | | | |
|---|---|---|---|
| 01 | **The pattern**<br>What a pattern is and how to see yours. | For the woman who senses something is off and cannot say what.<br>*"Why the nice girl rules are still running your week"* | SERVES: NAME |
| 02 | **At the table**<br>Being heard and promoted. | For the woman at work who is not heard or promoted.<br>*"The sentence that gets you heard in the meeting"* | SERVES: NAME |
| 03 | **At home**<br>What women swallow at home. | For the woman who has stopped saying what needs saying.<br>*"What you keep swallowing at home, and how to speak up"* | SERVES: BOOK |
| 04 | **With girlfriends**<br>Who is a friend and who is not. | For the woman who wonders who on the list is really a friend.<br>*"Take the girlfriend audit: who is really on your list"* | SERVES: BUSINESS |
| 05 | **The next chapter**<br>Reinvention in midlife. | For the woman starting over in midlife.<br>*"Call it a midlife awakening"* | SERVES: BOOK |

# Channels and *cadence*

You write twice a week, and LinkedIn and live events put that writing in front of new women.

| | | |
|---|---|---|
| LinkedIn<br>UP TO 3X A WEEK | Text posts, carousels and news commentary, backed by up to 400 connection requests and 100 personalized emails a month. | CONTRACTED |
| Substack<br>2X A WEEK | Essays on power, boundaries, clarity and self-respect in midlife. | LIVE |
| The monthly article<br>UP TO 1X A MONTH | A long form article that grows from the best of the essays. | CONTRACTED |
| The website | Your new website gives the essays, the book and the workshops one home, and carries a reader from one to the next. | CONTRACTED |
| Speaking and workshops<br>AS BOOKED | Talks, workshops, salons and podcast guesting, where the work happens live and new women get to meet you in person. | LIVE |
| Short clips<br>AS FILMED | Short video from your talks and workshops for LinkedIn and the site, a natural fit with your television background. | RECOMMENDED |

OFF SCREEN Staying in touch with your contacts and the women you meet at workshops, through your lists and a CRM.

# The *offer*

Groups and rooms come first, and one to one work stays small.

THE CORE

### The Niceness Trap™

The idea behind the site, the book and every workshop and salon, with the TRUE Framework as the method.

IN MOTION

### Workshops and salons

Groups of women working through a pattern, with a workshop planned for January and a way to meet new women.

IN MOTION

### Spot coaching

One hour on one issue, for a woman who wants help and is not ready for more.

TEST

### Lit Up

A six week program built around one topic and customized to one woman who knows you or has just done a workshop.

**HOW IT FLOWS** The quiz on your site and the book bring women in. A master class, still a test, gives them a feel for you. Workshops build trust. Spot coaching and Lit Up go deeper.

**WHAT HAPPENS NEXT** Visual identity comes first, on **Wed Oct 28**. Homepage copy follows, then a website review.

Strategy is a set of choices about what to do, and just as much, *what to refuse.*