

YOUR GUIDE TO ASK NAT

Everything you need to know before your first session.

Who is Nat?

Nat is Natalie Ryan's AI twin. Natalie is the founder of Peachly Consulting and the expertise and experience behind every part of this product. She has spent over a decade working inside growing businesses, startups, events companies and nonprofits, building marketing strategies, creating brands and setting up systems that actually get used. She has also launched, run and sold her own health and fitness studio, so she knows exactly what it feels like to be where you are right now.

Nat has been built by Natalie and trained on her entire Kickstart Framework, which means she carries the same strategic thinking, the same warm no-nonsense approach and the same deep understanding of what small businesses actually need. She is not Natalie herself, but she brings Natalie's knowledge and methodology directly into your sessions whenever you need it.

Think of her as having Natalie's expertise on call, available to guide you through the guide, help you work through the exercises, challenge your thinking where it needs it, and help you build something genuinely strong.

How Ask Nat and Your Guide Work Together

Your guide and Ask Nat are designed to be used together. Here is the flow that works best:

- › Step 1: Read the module in your guide
- › Step 2: Work through the workbook exercises
- › Step 3: Come to Ask Nat to talk through your answers
- › Step 4: Nat helps you refine and polish your thinking
- › Step 5: Your answers get captured into your Marketing Foundations document

Nat will always check that you have read the module and done the workbook before she continues. If you have not done that yet, she will warmly remind you to do it first. The guide gives you the context you need to get the most from the conversation.

Your Marketing Foundations Document

As you work through each module with Nat, she builds a professional document containing all of your polished answers. This is your Marketing Foundations document and it is one of the most valuable things you will take away from this whole process.

How your answers get captured

When an answer feels strong, Nat will ask: 'That is a really strong answer. Would you like me to capture that for your Marketing Foundations document?' If you say yes, she will write a polished professional version and ask if it captures what you mean. You can approve it, ask her to adjust it, or use your own words. Nothing gets saved without your approval.

Downloading your progress

After each module is complete a download button will appear in the chat. Click it to download your Marketing Foundations PDF with everything you have done so far. Modules you have not yet completed will show as placeholders, ready to be filled in as you continue.

Important: Save your PDF somewhere safe after every session. This is how Nat remembers your work when you come back.

Coming Back for Your Next Session

Ask Nat does not automatically remember your previous conversations. But she does remember everything captured in your PDF. Here is what to do when you return:

- › 1. Open Ask Nat at the same link you used before
- › 2. Click the + button in the bottom left of the chat
- › 3. Select your saved Marketing Foundations PDF
- › 4. Upload it and Nat will read through your previous work

Once she has read your PDF, Nat will welcome you back and tell you something specific and encouraging about the work you have already done. She will then pick up from where you left off.

Tips for Getting the Most from Nat

Be specific

The more specific your answers, the stronger your Marketing Foundations document will be. Nat will always help you go deeper if an answer is too broad, but the more detail you bring, the richer the conversation.

Ask questions

If you do not understand a concept or a workbook exercise, just ask Nat. She can explain any marketing term in plain language, give you examples and help you work through any part of the guide you are finding difficult.

Take your time

There is no rush. You can do one module per session or several. You can come back days or weeks later. As long as you save your PDF after each session, your progress is safe.

Trust the process

The Kickstart Framework is designed so that each module builds on the last. Nat will make sure you do not skip ahead before the foundations are in place. Trust her on this, it makes a real difference to the quality of what you build.

If Something Goes Wrong

If you run into any issues with Ask Nat at all, reach out to support@peachlyconsulting.com and Natalie will get you sorted.

The most important thing to remember is to save your PDF after every session. That file is your safety net. As long as you have it, your work is safe.

What Your Finished Document Looks Like

By the time you complete all ten modules your Marketing Foundations document will contain:

- › A professional cover page with your business name
- › All ten modules with your approved polished answers
- › A full marketing glossary to refer back to
- › A closing summary with your key outputs in one place

This document is yours to keep. Print it, save it, share it with your team or pin it on your wall. It is the foundation everything else in your marketing is built on.