

MINUTIAE CONTENT CO.

2026

SERVICES GUIDE

HELPING EXPERT-LED BUSINESSES
SOUND AS SMART ON THE PAGE
AS THEY ARE IN THE ROOM.

STRATEGY THAT SOUNDS LIKE YOU

I'm Amanda Lien (think *leaning* on something), and I'm the founder and CEO of Minutiae Content Co. I work with expert-led businesses to turn what they know into content that wins them business. I bring senior-level strategy and writing, and I use AI to move fast without losing what makes you sound like you.

This is the part where I humble brag: My work has grown email lists by 160% in 4 weeks, 2xed qualified leads in under 3 months, and set the strategic marketing foundation for multi-million-dollar companies.

When I'm not strategizing for clients, I'm doing the same for myself through my newsletter, Marketing Minutiae. I also spend a lot of time with my cats (Warden and Dulcie), dance ballet, and get lost in my area's libraries.



WE'RE A MATCH IF...

You have deep expertise,
but your online presence
doesn't show it.

You tried AI for content
and everything came
out sounding flat, bland,
and like everyone else.

Your content isn't
converting, and
you're not sure why.

You need someone senior to own your
content, but you're not ready to hire a
full-time content lead.

SENIOR JUDGMENT, ZERO HAND-HOLDING

I set the strategy and do the writing. You're not managing a junior writer or briefing a freelancer who needs constant direction. You hand me the problem and I hand you finished content that sounds like you wrote it on your best day.

AI-POWERED, NEVER AI-WRITTEN

I use AI to move at speeds a solo strategist shouldn't be able to – but every piece carries your voice and my judgment. AI is my productivity tool so I can focus on writing your words from scratch. Your audience reads the finished product, not the process. You'll never see any tell otherwise.

MY PARTNERSHIP ESSENTIALS

LET'S TALK MORE!

CONTENT STRATEGY FOR EXPERT-LED TEAMS IN

Real Estate & Property Services
Construction & Building Materials
Manufacturing & Industrial B2B
Legal & Professional Services



WHAT WE CAN DO TOGETHER

FRACTIONAL
CONTENT LEAD

NEWSLETTERS+
REPURPOSING

CASE STUDIES+
SOCIAL CONTENT

CONTENT
CLARITY CALL

FRACTIONAL CONTENT LEAD

Your whole content function, without the headcount.

\$5k / mo.
9-month minimum engagement

INCLUDES

- A strategic content roadmap tied to your business goals, revisited quarterly
- Monthly content production across your priority channels (newsletter, LinkedIn, case studies, web, blog), scoped to what you actually need
- Ongoing positioning and messaging guidance so everything you publish sounds like you
- AI-accelerated workflows that get you more content, faster, without the generic-AI tell
- Monthly performance reporting and strategic adjustments
- Direct async access to me as your content partner

DONE-FOR-YOU NEWSLETTERS

Fully own your audience with a fraction of the work.

TIER 1 — NEWSLETTER

\$2.5K / mo | 9-month minimum engagement

- A kickoff meeting to determine your newsletter content, voice, and tone based on best practices, your industry, and your goals
- Collaborative newsletter setup on the platform of your choice (I will totally weigh in if you want!)
- Monthly delivery of 4 newsletters for your review (totally async, so you can fit it in when it works for you)
- Weekly newsletter setup and sends
- Monthly reports on newsletter performance

TIER 2 — NEWSLETTER + CONTENT REPURPOSING

\$3.5K / mo | 6-month minimum retainer

Everything in Tier 1, plus:

- 8 LinkedIn posts (2 per newsletter) repurposed from the newsletter content for your personal or business account

CASE STUDIES + SOCIAL CONTENT

\$4K
for 2 case studies

Display your B2B impact and convert interested clients.

INCLUDES

- Interviews with your client's team to fully understand the impact of the work you've done for and with them
- Case studies underscoring your client's problem, the solution you offered, the impact it had, and what's next for your partnership
- Unlimited revisions on case study copy to ensure you're as happy with it as I am
- Communication coordination between the client and me (for interview scheduling and content review)
- Social content for LinkedIn to accompany your shares

STRATEGY SESSIONS

One focused hour to get unstuck on your content.

\$400
for 60 minutes

INCLUDES

- A 60-minute working session on your specific content goals and roadblocks
- Direct feedback on what's working and what's holding you back
- A prioritized list of content ideas and next steps you can act on the same week
- A written action-item summary delivered after the call

TAKE THEIR WORD FOR IT

I know this is a "day in the life" for you, but it means so much to be working with the best. You get my mission and vision, and I'm so grateful for you.

Just this week 3 people who know me well have told me they wouldn't have believed I didn't write that post if I hadn't told them beforehand that it was you. Can I keep working w/you forever??

Amanda you are the best ! Congratulations, working with you was one of the best decisions I ever made. 🥂

just saw that our open rates went from 20% to 67%?! didn't think that was possible but you did the damn thing on the first freaking email!! if you want an endorsement you GOT IT!!

READY TO SOUND
AS SMART ON THE
PAGE AS YOU ARE
IN THE ROOM?

LET'S DO A
DISCOVERY
CALL

Don't see a time that works for you? Send me a note: amanda@minutiaecontent.co