BRAND STRATEGY · MONTH YEAR

[Client Name]

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

The arc

01	**Foundation**	The tension we are solving for, what discovery surfaced, and the opening it points to.
02	**Audience**	Who this is for, and why we define them by mindset before demographic.
03	**Positioning & Ethos**	The position we recommend, why it wins, and the ethos beneath it.
04	**Expression**	How the strategy sounds: voice, tone, and the message it carries.
05	**Content & Activation**	How it shows up, why these themes, and how it compounds.

// The spine. Every recommendation ladders back to the brand idea in section 03.

SECTION

01

Foundation

Make the case for change. Name the tension the audience already feels before we name the brand.

Lead with the one tension the audience already feels.

Open on the symptom, not the bio. We recommend naming the thing the audience would nod at before they know who the brand is. The shift underneath it comes next, and the brand becomes the re-orientation.

e.g. “The category sells certainty. The audience has quietly stopped believing it.”

WHY WE RECOMMEND IT

Opening on a felt symptom earns attention before the brand has to ask for it. People lean in when you name what they already sense.

WHY IT’S IMPACTFUL

It reframes the brand as the answer to a problem the audience owns, so every later slide lands as relief, not as a pitch.

What we heard, and what it means

WHAT WE HEARD		WHAT IT MEANS
A pattern from interviews, stated plainly.	→	The strategic read: what this should change about the brand.
A gap between what they say and what they do.	→	Where the real opening tends to hide, and why it matters here.
A belief the audience holds that the category ignores.	→	Often the seed of the position we recommend in section 03.

// Do not stop at the quote. Each finding earns its place by pointing to a decision.

The opening we recommend owning

Frame of reference: [the category you actually compete in]. We recommend claiming [the open position], for the reasons below.

CROWDED

- What every credible player already claims.
- The table-stakes message of the category.
- Ground a new entrant cannot win on.

OPEN

- **The position we recommend,** true to this brand.
- Wanted by the audience, deliverable here, distinct from the rest.

WHY WE RECOMMEND IT

It is the one position open to this brand that the audience actually wants. The other lanes are either taken or already ignored.

WHY IT'S IMPACTFUL

A claim no competitor can credibly copy compounds. It turns scattered content into one defensible idea.

SECTION

02

Audience

Define who it is for by mindset before demographic. A precise mindset can hold a wide range of people.

A shared mindset, not a shared demographic

We recommend defining the audience by what they are navigating, not their role or age. The range can be broad as long as the mindset is precise.

- **Curious about how things actually work,** not just what to do next.
- **Wary of over-simplification** and tidy five-step answers.
- **Feeling the *tension* from section 01,** even before they can name it.

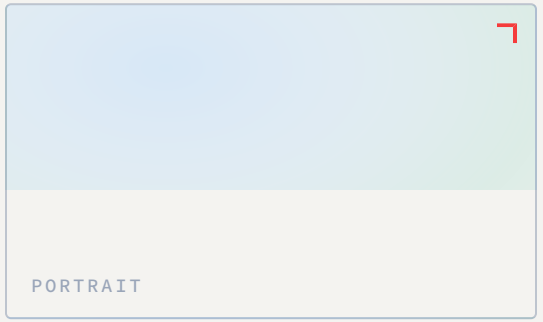
WHY WE RECOMMEND IT

A precise mindset travels across ages and industries. A demographic box does not, and it quietly caps who the work can reach.

WHY IT'S IMPACTFUL

Targeting the mindset makes content resonate with the right people wherever they sit, and keeps the brand from sounding like everyone chasing a segment.

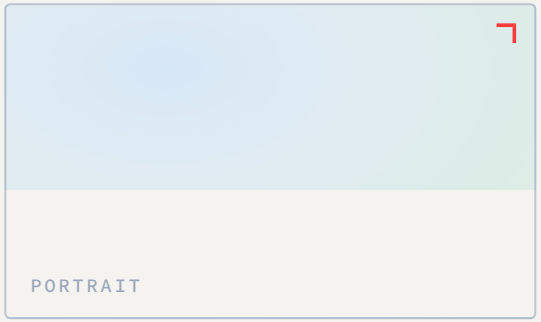
Avatars across ages, industries, interests



The Operator

RUNS A SYSTEM

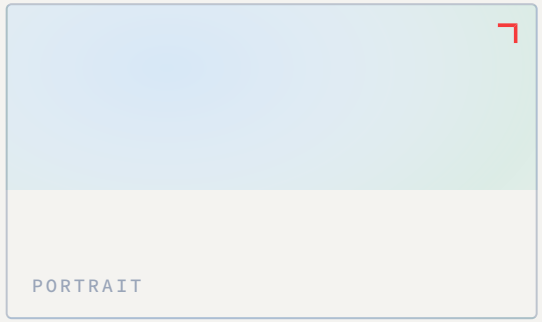
Wants grounded insight on how to decide, not theater or hype.



The Builder

MAKING IT ENDURE

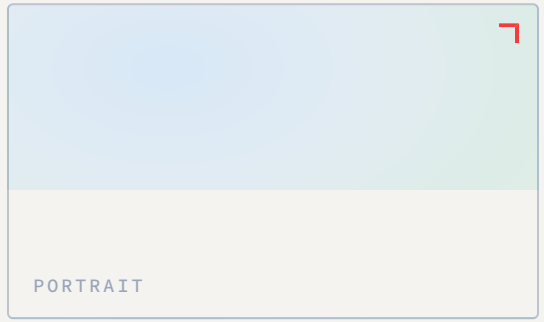
Building for the long run. Seeks frameworks over hacks.



The Generalist

READS WIDELY

Drawn to rigor and real complexity. Curious why people choose what they choose.



The Newcomer

EARLY CAREER

Shares the mindset, not yet the title. We do not exclude emerging audiences.

// Name each by what they are navigating. The mindset is what binds them, not the job title.

SECTION

03

Positioning & Ethos

The position we recommend, why it wins, and the ethos beneath it.
The sharpest section.

ENTER

[Client Name]

The [Positioning Title].

[Client] works on [the territory the brand owns], exploring [the question it keeps returning to].
Across the work, one point of view holds it together.

WHY WE RECOMMEND IT

This is the one-line position a stranger could repeat back. It is earned and specific, not an everyman claim that fits anyone.

WHY IT'S IMPACTFUL

A position people can restate is a position that spreads. It does the work of the brand when the brand is not in the room.

The positioning statement

For [target audience], [the brand] is the [point of difference] among all [frame of reference] because [reason to believe].

WHY WE RECOMMEND IT

This is the one claim that is differentiated, believable, and ownable here. It resolves the tension from section 01 instead of fighting on the category's tired ground.

WHY IT'S IMPACTFUL

Locked, it stops drift across every channel and team. One claim, repeated, builds a brand. Two competing claims cancel out.

Vision & mission

VISION

the destination · stated positively

A world in which [the change the brand moves toward]. Framed as something to build, not only a problem to escape.

WHY WE RECOMMEND IT

A vision stated as a positive future gives people something to move toward, which motivates far more than a problem to escape.

MISSION

the engine · present tense

[Client] does [what it does] for [whom], so that [the value it creates day to day].

WHY IT'S IMPACTFUL

It sets the direction every quarter's content ladders up to, so the work stays coherent as it scales.

Core offering statement

I work on [the subject], and on [the deeper thing underneath it]. [The one-line claim that defines the work].

I provide [what the audience gets from it]. I advocate for [the stance the brand takes].

I wonder about [the larger, open question]. My larger project is [what the brand is ultimately for].

WHY WE RECOMMEND IT

First person makes it read as the brand's own conviction, not a positioning exercise done to them.

WHY IT'S IMPACTFUL

It gives the brand one clear, repeatable answer to 'what do you actually do,' in their own voice.

The ownable message

SYMPTOM → CAUSE → RE-ORIENTATION

Lead with the *symptom the audience feels*, and name the stakes plainly: [**what is quietly going wrong, and why it matters**]. Then reveal the cause, and offer the brand's [**framework or point of view**] as the way back to clarity, carrying the *vocabulary* the brand will own.

WHY WE RECOMMEND IT

Leading with the symptom works because people feel it long before they can name it. Naming it first makes the brand the one that finally did.

WHY IT'S IMPACTFUL

Symptom, cause, re-orientation is a story the audience can retell. That is what makes a message ownable, not just well written.

What it is, and isn’t

IS

- The brand’s point of view applied across topics.
- Grounded in lived experience and real examples.
- Rigorous, and open about uncertainty.
- An ownable vocabulary, used consistently.

IS NOT

- Self-help or five-steps-to-freedom framing.
- Entirely prescriptive advice.
- Speaking in absolutes.
- Generic thought leadership it could drift into.

// The “is not” column is the discipline. It is how the brand stays itself under pressure.

SECTION

04

Expression

How the strategy sounds when it speaks. The voice, the tone, and the message it carries.

Voice & tone

VOICE

the constant

- Precise, plain-spoken, with selective elevation.
- Intellectually honest. Shows the misses, not only the wins.
- Rooted in lived experience and vivid examples.
- Sparks contemplation rather than prescribing.

WHY WE RECOMMEND IT

This voice matches how the audience already thinks, so the brand reads as one of them, not as marketing aimed at them.

TONE

how it flexes by context

- Curious and open.
- Dry humor alongside grounded substance.
- Engaged, never self-serious or self-aggrandizing.
- Purposeful and steady.

WHY IT'S IMPACTFUL

A consistent voice is what makes content recognizable as this brand before the name is even seen.

Messaging architecture

CORE MESSAGE

[The single idea everything else supports].

KEY MESSAGE 01

[Supporting message]

- Proof point.
- Proof point.

KEY MESSAGE 02

[Supporting message]

- Proof point.
- Proof point.

KEY MESSAGE 03

[Supporting message]

- Proof point.
- Proof point.

// One core message, three supporting, proof under each. Same idea at different lengths for every channel.

SECTION

05

Content & Activation

How the brand shows up, why these themes, and how it compounds over time.

Content pillars

01	[Pillar One]	The recurring theme, framed as the audience question it answers.
02	[Pillar Two]	A second territory the brand becomes known for.
03	[Pillar Three]	Defined by a problem the audience has, not a service you sell.

WHY WE RECOMMEND IT

Each pillar sits where an audience question meets real authority here. That overlap is the only place content earns attention and trust at once.

WHY IT'S IMPACTFUL

Three to five consistent themes compound into recognition. Scattered topics, however good, never add up to a reputation.

[Pillar One] in depth

THE POINT OF VIEW

[The argued claim that makes this pillar ownable], and the audience question it answers.

ANGLES & FORMATS

- [Example angle or recurring format].
- A second angle that keeps the pillar fresh.
- The proof and lived experience it draws on.

WHY WE RECOMMEND IT

The argued point of view is what keeps a pillar from going generic. A topic anyone could cover earns nothing.

WHY IT'S IMPACTFUL

A clear stance gives the audience a reason to return, and gives the brand a recognizable take to be known for.

Content considerations

The overarching thread: [**the brand's point of view and mindset**]. Topics range wide as long as the lens stays constant.

- **Current developments** in the brand's field.
- **Analysis and case studies** through the brand's lens.
- **Surprising or pop-culture examples** that prove the point.
- **Big-picture and philosophical** questions.
- **Personal stories and reflections.**
- **Reactions to the moment,** in the brand's voice.

// The thread is the mindset. The lens stays fixed even when the subject moves.

Channels & cadence

PRIMARY CHANNEL	[Where the audience already is]. **One channel, committed to, before adding a second.**
SECONDARY	[The owned surface], e.g. a newsletter, that the brand controls.
CADENCE	A **sustainable** rhythm beats an ambitious one. Two a week you can hold beats five you cannot.
MIX	Roughly **80% value, 20% promotion.** Invert it and the audience leaves.

ANNUAL	QUARTERLY	MONTHLY	WEEKLY
Themes set the direction.	Pillars align the focus.	Briefs lock the topics.	Production ships the work.

// The calendar is the output of the strategy, not the strategy itself.

Roadmap & what good looks like

PHASE 1 · 0–30 DAYS

Foundations

- Lock positioning and message.
- Stand up the primary channel.

PHASE 2 · 30–60 DAYS

Build

- Ship against the pillars.
- Find the cadence that holds.

PHASE 3 · 60–90 DAYS

Scale

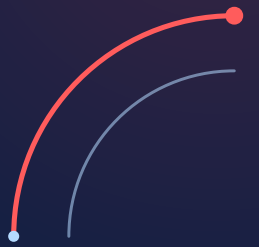
- Add the second channel.
- Double down on what lands.

WHY WE RECOMMEND IT

Phasing protects focus. Locking the message before adding channels prevents scaling a brand that is not yet clear.

WHY IT'S IMPACTFUL

Defining what winning looks like up front turns activity into progress you can actually measure.



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