[Martin Cordsmeier]

BRAND STRATEGY · JULY 2026

Our recommended position, ethos, message, and activation for the chapter after millionways. The thinking behind each call, and what it builds toward.

The spine of the strategy

01 **Foundation**
The question, what we heard, the arc, and the goals.

02 **Audience**
The three readers, on one slide.

03 **Positioning & Ethos**
One position on two tracks, the archetype, the beliefs, the ownable idea, and the messaging architecture.

04 **Expression**
How the strategy sounds, and what it never sounds like.

05 **Content & Activation**
Pillars, channels, the open decisions, the company question, and the roadmap.

06 **Appendix**
The trajectory.

// The spine. Every section reflects Martin in his own words, then states our recommendation and why.

Most people cannot answer *one question.*

What do you actually want?

Martin has asked it for 25 years. In his living room, where homeless men folded paper for fair pay and told him their lives. On a German helpline. Across 7,000 recorded interviews, from an eight-year-old to billionaires. Almost nobody can answer it.

Now the timing makes the question urgent. The people building AI agree it will absorb much of the work. Ask them what a person does with a life after that, and the room goes quiet. **The brand names that silence, then stands in it as the one person who has spent his whole life on the answer.**

WHY WE RECOMMEND IT

Opening on the question puts every reader inside the mission in one line, because everyone has ducked it at least once. It reads as recognition before it reads as a brand.

WHY IT'S IMPACTFUL

It frames the mission as necessary for everyone, and it turns his biography into the proof. Every claim after this reads as evidence.

What we heard, and what it means

WHAT WE HEARD	WHAT IT MEANS
"I was adopted. I probably always felt like a stranger in my environment."	The mission is autobiographical. Alienation is his origin, so the story carries a proof no positioning exercise could add.
"I don't only believe in destiny or coincidence. I rely on it."	Conviction is the raw material. The content states what he knows plainly and lets the certainty do the work.
"It has to be for the New York investment banker as well."	Warmth with edge. The language stays concrete and plain so the skeptic stays in the room with the teenager.
"I'm not a good solo content creator."	Every format gets built as dialogue. Interviews in, his written voice out. The team carries the structure he refuses to fake.
"We are about to start a movement."	The pre-launch brand is an invitation to build, so the audience arrives before the product does.

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

Martin's Arc

GERMANY, 1984 · THE START

Adopted at one day old

The feeling of being a stranger becomes the question that runs the whole life.

THE LIVING ROOM YEARS

Work for people in need

Home jobs for homeless men, single mothers, and disabled workers. Well paid, and full of stories. The seed of everything after.

THE DATASET

7,000 interviews

From homeless to billionaire, ages 8 to 100. A dataset nobody else has, because nobody else did the work.

THE HARD CHAPTER

The mission holds

Health breaks right after the book. His co-founder and best friend dies. Debt since 17, two bankruptcies. He keeps going.

NOW · THE SALE

Selling millionways

The proceeds fund the original mission, and a contingency keeps him a client of the technology he built.

AGE 8 · FIRST COMPANY

The hand-drawn magazine

Then paper machines that took real coins. The family found it cute. He was serious.

~2012 · THE FOUNDATION

millionways, the nonprofit

A research NGO in Germany, backed by patrons, staffed with psychologists tagging every word.

2017 · THE BOOK

A bestseller with Ullstein

Nimm Dir das Leben, das Du wirklich willst. A TV show and a YouTube channel follow, unplanned.

~2021 · NEW YORK

The US, and the pivot

The nonprofit becomes a company, the mission becomes a product, and B2B demand pulls it toward HR and finance.

NEXT · WAYHOME, WORKING TITLE

The reason this brand exists

The place people go at the moment they ask what comes next.

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//  Stated honestly: the nonprofit dates to around 2012, the US company came later, and millionways' own materials disagree on the year. We keep the sequence and skip the single founding date.
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Three goals: foundation, reach, the entity

YOUR GOAL · FOUNDATION

A base that holds whatever hatches

One brand for the mission, so every future company, platform, book, or show lands on a home already standing.

YOUR GOAL · REACH

Real reach in America

He was well known in Germany, with a bestselling book and a TV show, but that reach lived on other people's platforms and faded when the moment passed. This time he builds an American audience that belongs to him.

YOUR GOAL · THE ENTITY

WayHome, funded and formed

The sale pays for it. The brand gathers the people, sets the story, and gives the venture a front door before it has a name.

WHY WE RECOMMEND IT

We serve the foundation first, because it produces the other two. A standing brand earns the reach, and the reach hands the venture its first people.

WHY IT'S IMPACTFUL

The credibility accrues to the mission and the man, so the asset survives any decision about the company, the name, or the partner.

Who needs to *hear from you*

The person at the turn

OUR FIRST READER · DECIDES

Someone at the moment the track ends. Sold the company, lost the job with savings in place, or 50-plus and done pretending the career is the point. Open to change, and short one honest place to start.

The young person

THE MISSION · COMPOUNDS

Thirteen to twenty-five, carrying more outer voices than any generation before them. The reader Martin cares about most, reached directly and through the adults around them.

The amplifier

MULTIPLIES · OPENS REACH

The large, genuinely neutral creator or brand that gives the mission its 2026 audience. The Ryan Trahan tier, or the brand-side thread already opened with Howard Schultz. A partner search, run with real materials.

SMALLER BUCKET · NOW **The early builders.** People who want in before it exists. The movement is being designed in the open, so the invitation to think along is itself the first product.

// We write for the one reader at the turn and let the rest listen in. A mindset defines this audience; age and title only sort the examples.

ENTER

[Martin Cordsmeier]

The practicing utopian. He listens for what you actually want, then builds the place where you act on it.

Martin has done one thing for 25 years: ask people what they actually want, take the answer seriously, and connect them to the person or the path that makes it real. The interviews became a dataset, the dataset became an AI, the AI became a company. He can carry the question, prove the method, and build the venue. The company is a chapter. The mission is the identity.

FOUNDER · AUTHOR · PRACTICING UTOPIAN

Founder of millionways. Bestselling author in Germany. Building the next chapter now.

WHY WE RECOMMEND IT

A stranger can repeat this back, and it holds him above any single product: the listener who builds.

WHY IT'S IMPACTFUL

Practicing utopian is already his, on his profile and in his mouth. We recommend the world's first deliberate claim on it.

One position, two parallel tracks

The umbrella message carries the person. The venture track expresses it for the people who will live inside it. Same mission, both directions, separable by design.

TRACK 01 · MARTIN, EVERYWHERE

The practicing utopian: the listener who builds, above any single company.

The all-encompassing message. It travels past any company, carries the writing, the speaking, the partnerships, and the next book, whatever he builds.

TRACK 02 · MARTIN, FOR WAYHOME (WORKING TITLE)

The founder building where you go when you ask what comes next.

For anyone at the turn, WayHome is the place self-understanding becomes an encounter: an analysis that tells you the truth, and a connection to the person who needs what you naturally are. Built on the millionways engine, funded by the sale, formed in the open with the people it serves.

WHY WE RECOMMEND IT

He already lost one brand to a pivot. Millionways began as his vision and became an AI company he is leaving. Two tracks keep that from happening twice.

WHY IT'S IMPACTFUL

The venture inherits an audience on day one, and the person keeps compounding whatever the venture becomes.

The Rebel, working as *a Listener*

Martin's core is the Rebel: rules exist to be questioned, and the beaten path is the enemy. He lives it as the Listener, the person across the table who takes you seriously before anyone else does. His supporting archetype is the Connector, who ends every provocation with an introduction.

THE REBEL, AS LISTENER

Provocation opens the door and listening earns the room. The punk energy points at systems and habits, and the warmth points at the person. His own reference is the band Muse: **"fight the rules, not the system."**

THE CONNECTOR

He builds encounters the way engineers build bridges: deliberately, between two sides that need each other. He listens so he can connect, and he connects so that each person discovers their own worth in the moment someone needs them for exactly what they are. That discovery is where lives change direction, and it belongs entirely to the people he brings together.

"You don't have to."

WHY WE RECOMMEND IT

The archetype comes from his own words: punk rock in attitude, neutral in politics, ending in connection.

WHY IT'S IMPACTFUL

It tells every writer how he shows up: the rebel who asks a better question and then makes the introduction, never the guru on a stage.

The beliefs that drive him

The inner voice outranks the outer voices.

A gut feeling is you, speaking. Every opinion around it belongs to someone else.

One encounter can change a life.

The whole book argues it. His favorite stories prove it.

Apolitical on purpose.

The point both sides already agree on is the whole game.

Nobody is talent-free.

He went looking for the exception for 25 years and never met one.

Questions beat advice.

Advice presumes, so the brand asks instead.

Vulnerability is a feature.

Debt at 17, two bankruptcies, a co-founder buried. Said plainly, once, without performance.

WHY WE RECOMMEND IT

These are his convictions on tape, in the book, and in the record. None of them were invented for a deck.

WHY IT'S IMPACTFUL

The ethos is the filter for every post. It keeps the brand honest and unmistakably his.

Vision & Mission

VISION the destination · stated positively

The path is internal. Every person already carries it, and listening to yourself is how it gets uncovered, because the inner voice knows what you actually want long before the world weighs in. Follow it and your life starts to fit, and the right people appear along the way to help you get there. A society that teaches this early is the destination, so people find their path before the track hardens, and find each other on it.

MISSION the engine · present tense

Martin provokes people into hearing themselves again, connects strangers who each hold what the other is missing, and builds WayHome, the place where the what-now moment gets an answer.

WHY WE RECOMMEND IT

A destination stated as a positive future gives people something to walk toward, which is the movement's whole mechanic.

WHY IT'S IMPACTFUL

Every quarter of content ladders to one sentence, so the work stays coherent as it scales.

Provoke, connect, *discover*

PROVOKE THE QUESTION → CONNECT THE PEOPLE → DISCOVER WHAT YOU ARE

This is his sequence, named in his own words on the July 1 call. The content provokes a question you have been avoiding. The platform connects you to the person who needs what you naturally are. The discovery is the payoff: you learn you are worth something by being needed for it. The vocabulary he owns: **the inner voice, alienation, practicing utopian,** and **you don't have to.**

The sequence has already played out in real life. Through the foundation, an eight-year-old from a family of drug dealers was asked what he wanted in life, and the answer was ships. The team connected him with a former shipyard worker, and seven years later the boy worked in that shipyard. The question surfaced the wish, the introduction did the work, and the discovery changed the family's whole trajectory. He calls it "the biggest gap imaginable," crossed by one encounter.

WHY WE RECOMMEND IT

Plenty of brands provoke. Almost none finish the job with a real introduction. The last step requires the platform only he is building, which makes the sequence his.

WHY IT'S IMPACTFUL

It aligns the person and the venture without leaning on the venture. Every post runs the first step. WayHome runs the last.

Messaging architecture

CORE MESSAGE

The inner voice over the outer voices.

His sentence, and the idea every claim hangs from: the voice that knows what you want is yours, and everything drowning it out belongs to someone else. It sits above the venture, the content, and the stage, so the other three messages hang from it.

KEY MESSAGE 01

Nobody is talent-free.

PROOF

25 years of interviews without one exception. The living room, the helpline, 7,000 recordings.

KEY MESSAGE 02

One encounter can change a life.

PROOF

The shipyard boy. Outsider. Senior Made. The book that made the case in Germany.

KEY MESSAGE 03

After AI takes the work, the person is what remains.

PROOF

He built the psychology AI, is selling it, and is spending the proceeds on the answer.

// One core message, three supporting, proof under each. The same idea at any length, for every channel. Final phrasing locks in Martin's own words.

What it is, and what it is not

THIS BRAND IS

- **A mission with a person attached.** The order matters.
- **Provocation that ends in connection.** Every question points somewhere.
- **Apolitical by design.** Both halves of the country stay in the room.
- **Concrete.** Stories, names, rooms, and one sentence taken seriously.
- **Vulnerable and measured.** The hard chapters, said once, plainly.
- **Built for whatever hatches.** The egg outlasts every product.

THIS BRAND IS NOT

- **A guru account.** He gives no advice, and the machine delivers the hard truths.
- **Therapy language.** Mental health and potential stay banned as words.
- **Political.** Either side, ever, in any wording.
- **Esoteric.** Gut feeling keeps the banker. Universe talk loses him.
- **An ego site.** His face stays out of the hero, and the story leads.
- **Polished into hollow.** Raw beats finished every time it competes.

// Three hard lines from his own mouth: no politics, no mental-health language, no advice. Held without exception.

How he sounds online

Short sentences. One idea per post. Real names, real numbers, real rooms. Questions over lectures, and dry about himself before anyone else can be. Calm on the page, because heat reads as a pitch. The period does the work.

SOUNDS LIKE YOU

"You already know what you want. You stopped listening to it around age twelve."

"A stranger on a helpline told me eight-year-olds now call about stress. They used to call about school."

"I was in debt from 17. Two companies went bankrupt. The idea was never wrong. I ran it wrong."

"Put two people in a room who each have what the other is missing. Watch what happens."

DOES NOT SOUND LIKE YOU

"In today's fast-paced world, prioritizing your mental health is more important than ever."

"Unlock your true potential with these five powerful mindset shifts."

"I'm humbled and honored to share my journey."

"It's not about success. It's about meaning."

// The full writing standard ships as a companion file, the voice guide. The test: if a line could have come from any brand, it does not post.

The five content pillars

Provoke on a steady cadence, prove the method with stories, and let the movement gather. Every piece runs the ownable sequence and is written for the reader at the turn.

01 **The inner voice** — LINKEDIN · NEWSLETTER

The core provocations: the bed-at-night question, the no-input day, the date with yourself. Content that makes a reader hear themselves for a minute. Yours because you have run every one of these on your own life.

02 **The encounter files** — STORY POST · VIDEO

One meeting that changed a life: the shipyard boy, Outsider, Senior Made, and the new American stories the platform will create. Proof the method works, told as stories.

03 **Friends, rules, and other habits** — SHORT POST · DEBATE

The debate lane. What a friend actually is. Which rules deserve breaking. You don't have to. Thought-provoking, warm, and strictly neutral.

04 **After the jobs** — ESSAY · TALK

The AI and meaning thesis, from the one commentator who built a psychology AI and is walking away from it. What a person does when the work goes. His authority lane and his stage material.

05 **Building WayHome in the open** — NEWSLETTER · COMMUNITY

The sale, the naming, the lessons, the losses, and the invitation to think along. The vulnerability lane and the movement's front porch in one.

Where it runs

CHANNEL

LinkedIn · three a week

His room already: the manifesto voice works there today. Produced by interview and written in his voice, because dialogue is where he is world-class and solo drafting is where he stalls.

INTERVIEW IN, WRITING OUT

CHANNEL

Newsletter · monthly

The long-form home for the pillars, sent from Martin. We recommend naming it Way Home, which road-tests the venture's name in public before anything gets committed.

THE NAME'S PROVING GROUND

CHANNEL

martincordsmeier.com · the base

The owned home. Story-led, his face out of the hero, sharp edges, one deliberate use of orange. Room reserved for one interactive move nobody else has, in the spirit of the 2020 record button.

THE DURABLE ASSET

CHANNEL

Video · the reach bet

Dialogue formats, likely with a partner. It begins once the reach model is decided, with concepts ready to go: Unmask Yourself, the live matching event, and the encounter stories.

AFTER THE REACH DECISION

// Writing is the hub. It captures what every other surface produces, and it runs on the format he is best at: a good conversation.

Three decisions we settle together

01 **The venture's name**

Way Home is his favorite. It carries millionways forward, and it explains itself only with reach behind it. The newsletter runs the test at low stakes, and his own company can hold the name either way.

02 **The reach model**

A solo platform, a 50-50 build with a major neutral creator, or a brand partnership. The answer sets the video strategy, the event concepts, and the pace of everything downstream.

03 **The book question**

Germany got the book in 2017. Whether America gets one in 2027, and whether it starts as a newsletter corpus first, decides the long-form roadmap.

// We lean toward testing Way Home in the world now. A name that already touches people deserves evidence before a committee decides against it.

The mission outlasts every company

SHORT TERM · NOW

The personal brand is the movement's front door

WayHome has no site, no locked name, and no product yet. Martin's brand is where the movement gathers first, so the audience arrives before the launch does.

SAME PEOPLE, BOTH DIRECTIONS

LONG TERM · SEPARABILITY

The person carries the mission across chapters

Millionways already taught the lesson. The vision name became a company, and the company stopped being the vision. Everything durable anchors to Martin and the mission, and every venture stays a chapter.

HIS WORDS · "millionways was the brand name for this my whole life"

// He has lived the failure mode once. The strategy exists so it cannot happen twice.

Martin's roadmap: the foundation, then the movement

0-3 MO

Foundation live

SERVES → FOUNDATION

Lock the strategy and the visual identity. Stand up martincordsmeier.com with the voice guide behind it. Launch the Way Home newsletter. Begin the LinkedIn cadence by interview, and bring the book in as the origin body of work.

3-9 MO

The corpus and the partner

SERVES → REACH

The pillars rotate into a body of work. Partner conversations run with real materials, the piece he has never had: pages that explain the thing. The first new American encounter stories get made on purpose.

9-18 MO

WayHome takes form

SERVES → THE ENTITY

The name, the shape, and the first people inside it. The reach bet lands: the partner show, the owned show, or both. The America book decision gets made with evidence instead of instinct.

18-36 MO

The movement stands

SERVES → ALL THREE

A brand at the center of the what-now moment, an entity formed around the mission, and a body of work deep enough to hold whatever hatches next.

WHY WE RECOMMEND IT

Deliberately patient. He funds it himself, so nothing forces a launch before the foundation holds.

WHY IT'S IMPACTFUL

Foundation, then reach, then the entity. Each stage hands the next one its audience.

What happens next

01 **Website copy**

The words for martincordsmeier.com, written in his voice from the pillars and the arc.

02 **Design**

The visual identity, phase one on July 23. Orange as the signature, sharp edges, a tattooable mark, and a hero that tells the story without his face.

03 **The origin body of work**

The book manuscript comes in for translation, and the photo set gets made at home, by the photographer he already lives with.

// The strategy call settles the open three: the name test, the reach model, and the book. Everything else starts now.

The trajectory



WHY WE RECOMMEND IT

He has had reach once. It vanished because none of it was his, and life intervened. Ownership gets built in from day one this time.

WHY IT'S IMPACTFUL

Every post does double duty. It gathers the movement now, and it builds the durable asset underneath it.

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