

# BRAND MESSAGING GAP AUDIT™

Discover communication **gaps** that quietly cost companies **credibility, differentiation + sales.**

## Our Five-Step Audit Process



### 1. DISCOVER

We learn about your business, goals, customers + market position.



### 2. EVALUATE

We audit your website, marketing materials, messaging + competitive position.



### 3. DIFFERENTIATE

We uncover your unique strengths + how they compare to competitors.



### 4. RECOMMEND

We provide clear insights, quick wins + strategic recommendations



### 5. GROW

You implement with confidence + see stronger results.

## THE OUTCOME



You'll walk away with clarity on what makes your company different, how to communicate it more effectively, and what steps will have the greatest impact on your business.

- Most companies lose business not because of their products, but because their messaging sounds exactly like everyone else's.
- We uncover what sets you apart – and turn it into clear, compelling messaging that builds trust, drives leads, and supports your sales team.

## WHAT YOU'LL RECEIVE

- EXECUTIVE SUMMARY OF FINDINGS
- MESSAGING STRENGTHS + WEAKNESSES
- WEBSITE & CUSTOMER JOURNEY REVIEW
- COMPETITIVE MESSAGING COMPARISON
- QUICK WINS YOU CAN IMPLEMENT IMMEDIATELY
- STRATEGIC RECOMMENDATIONS
- PRIORITIZED 90-DAY ACTION PLAN

## COMMON PROBLEMS WE FIND

- ✗ We sound like every competitor.
- ✗ Our website doesn't reflect who we are today.
- ✗ Sales team creates its own presentations.
- ✗ Our value proposition isn't clear.
- ✗ Marketing has become reactive, not strategic.

“ Customers don't buy the company with the most features. **They buy the company they understand-and trust--the fastest.** ”