

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

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.** ”