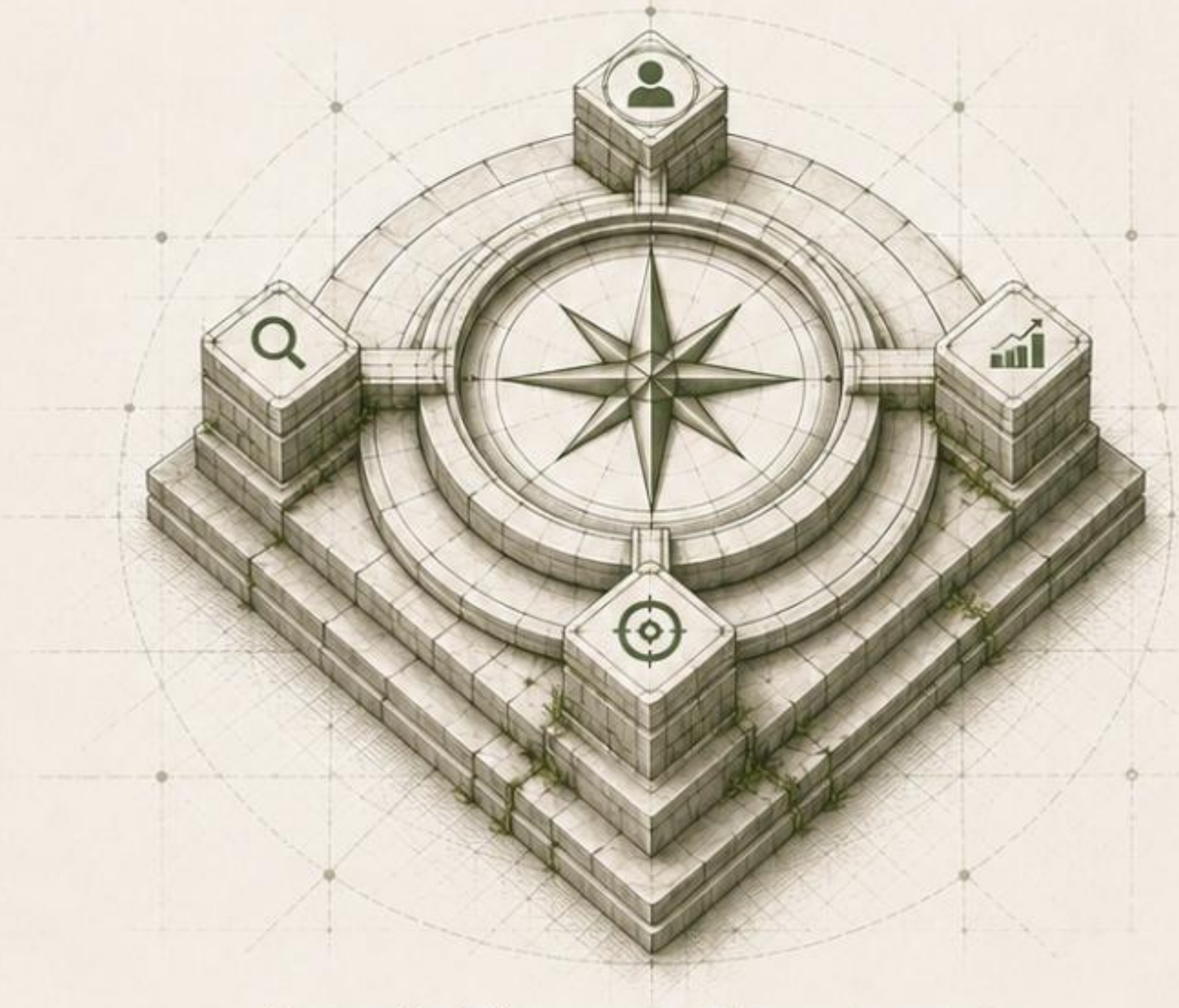
Stone Soup
Strategy

Stone Soup Strategy

Strategic Clarity for Intentional Growth

CAPABILITIES & ENGAGEMENT OVERVIEW



A practical framework. Focused execution.
Stronger growth.

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About Stone Soup Strategy

TURNING BRAND STORIES INTO BRAND STRATEGIES

Stone Soup Strategy helps founders and leadership teams articulate who they are, what they stand for, and how they want to grow — with intention, focus, and confidence. We bring strategic clarity to positioning, messaging, narrative, offers, content, and visibility.

What We Do

We clarify the strategic layers that shape how a company is understood, trusted, and chosen.

How We Work

Collaborative, practical, and strategy-first, with a focus on turning raw insight into clear market-facing language and systems.

What We Help Clarify

Positioning, messaging, narrative, offers, content direction, and go-to-market priorities.

Best Fit For

Founder-led companies, expert-led firms, growing consultancies, and teams at an inflection point.

We help organizations cut through the noise, build on what matters, and create the clarity they need to grow with confidence.

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Stone Soup Strategic Frameworks

THE THINKING TOOLS BEHIND CLEARER POSITIONING,
SHARPER MESSAGING, AND MORE INTENTIONAL GROWTH.

Great strategy needs the right structure. Our proven frameworks bring clarity to complex challenges, align your team around what matters most, and create the consistency your market can understand and remember.

A The Clarity Stack

Infrastructure for alignment.
Align positioning, messaging, narrative, offers, content, and visibility so every layer reinforces the one below it.

B The Narrative Flywheel

Cycle insight into momentum.
Turn what you learn from customers and markets into useful content, intentional distribution, and compounding visibility.

C Market Positioning Canvas

Map your strategic position with precision.

Clarify how your category, audience, problem, value, differentiation, proof, brand promise, and belief shift work together to create a winning position.

D The Messaging Framework

From strategy to clear communication.

Build the core message, pillars, audience messages, proof points, objections, and calls to action that turn your strategy into language the market can act on.

Best used when: you need the strategic tools that help turn scattered thinking into a clearer, more usable growth system.

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How We Engage Clients

FLEXIBLE WAYS TO ENGAGE STONE SOUP STRATEGY,
FROM FOCUSED SPRINTS TO ONGOING STRATEGIC SUPPORT.

Different companies need different starting points. Stone Soup offers both focused engagements and more integrated strategic support.

1 Productized Sprints

High-impact, clearly scoped engagements designed to solve a specific clarity or growth challenge with a defined outcome and practical deliverables.

Brand Builder

Foundational positioning, messaging, and narrative clarity.

Thought Leadership Jumpstart

Turn founder insight into a useful and repeatable content engine.

Audience Blueprint

Define the audiences, triggers, and buying context that matter most.

Competitive Edge SWOT

Sharpen differentiation by mapping strengths, weaknesses, opportunities, and threats.

2 Integrated Strategic Support

Ongoing partnership and tailored advisory to connect strategy to execution and drive results.

Fractional Marketing Leadership

Ongoing senior marketing guidance, prioritization, and execution leadership.

Custom Consulting

Tailored strategic support built around a specific growth moment, challenge, or opportunity.

Whether you need a focused sprint or ongoing strategic partnership, Stone Soup meets you where you are—and helps you grow with clarity.

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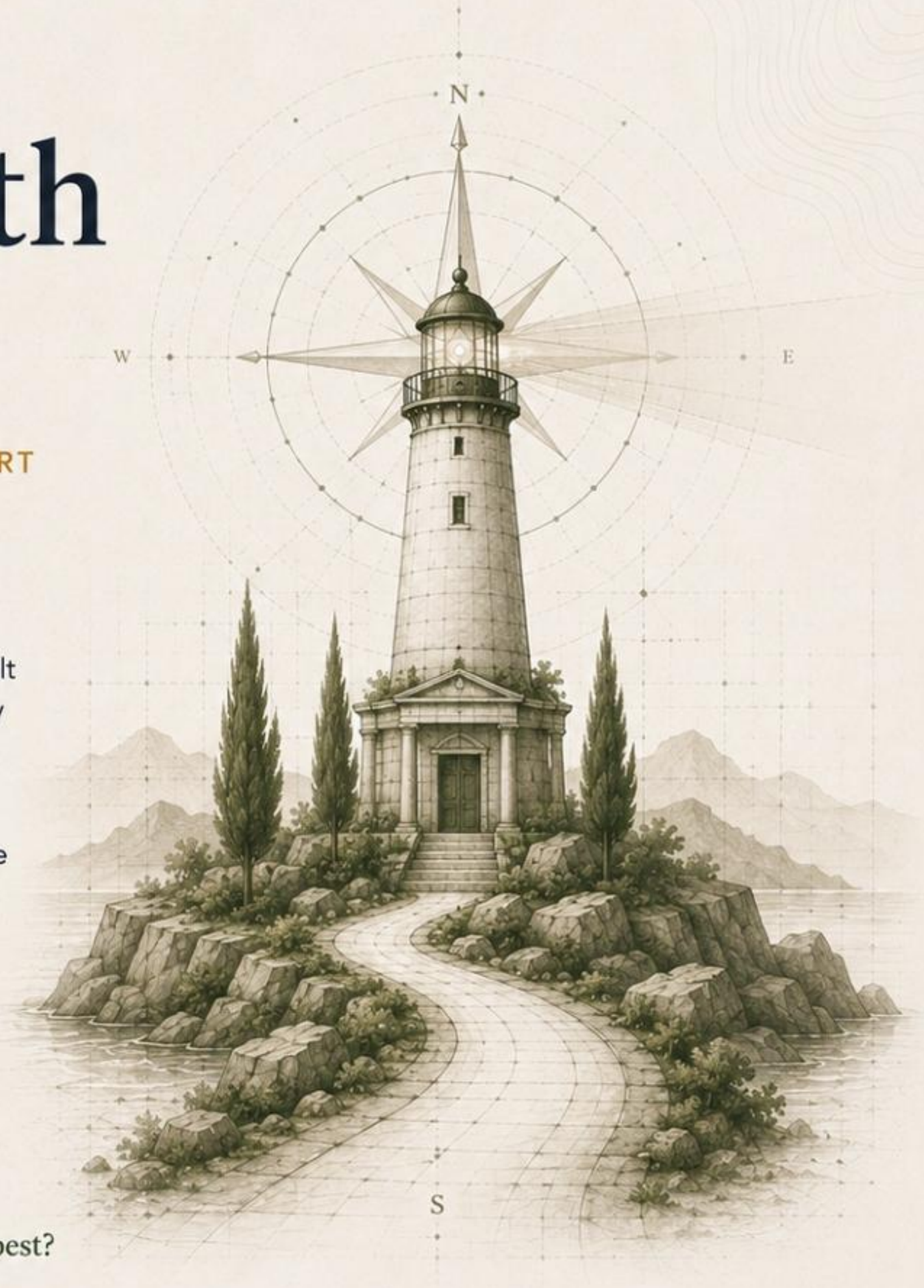
Start with Clarity.

THE BEST NEXT STEP IS A SHORT CLARITY CONVERSATION



If the story feels unclear, the market feels harder to reach, or the next move is difficult to prioritize, the right next step may simply be a short conversation.

Stone Soup helps organizations identify where the clarity is stuck, what needs to be sharpened, and which engagement model makes the most sense.

- Where is the story stuck?
- What needs to be sharpened?
- Which engagement model fits best?

Next Step

Start with a clarity conversation at
www.stonesoupstrategy.marketing
and identify the best path forward.