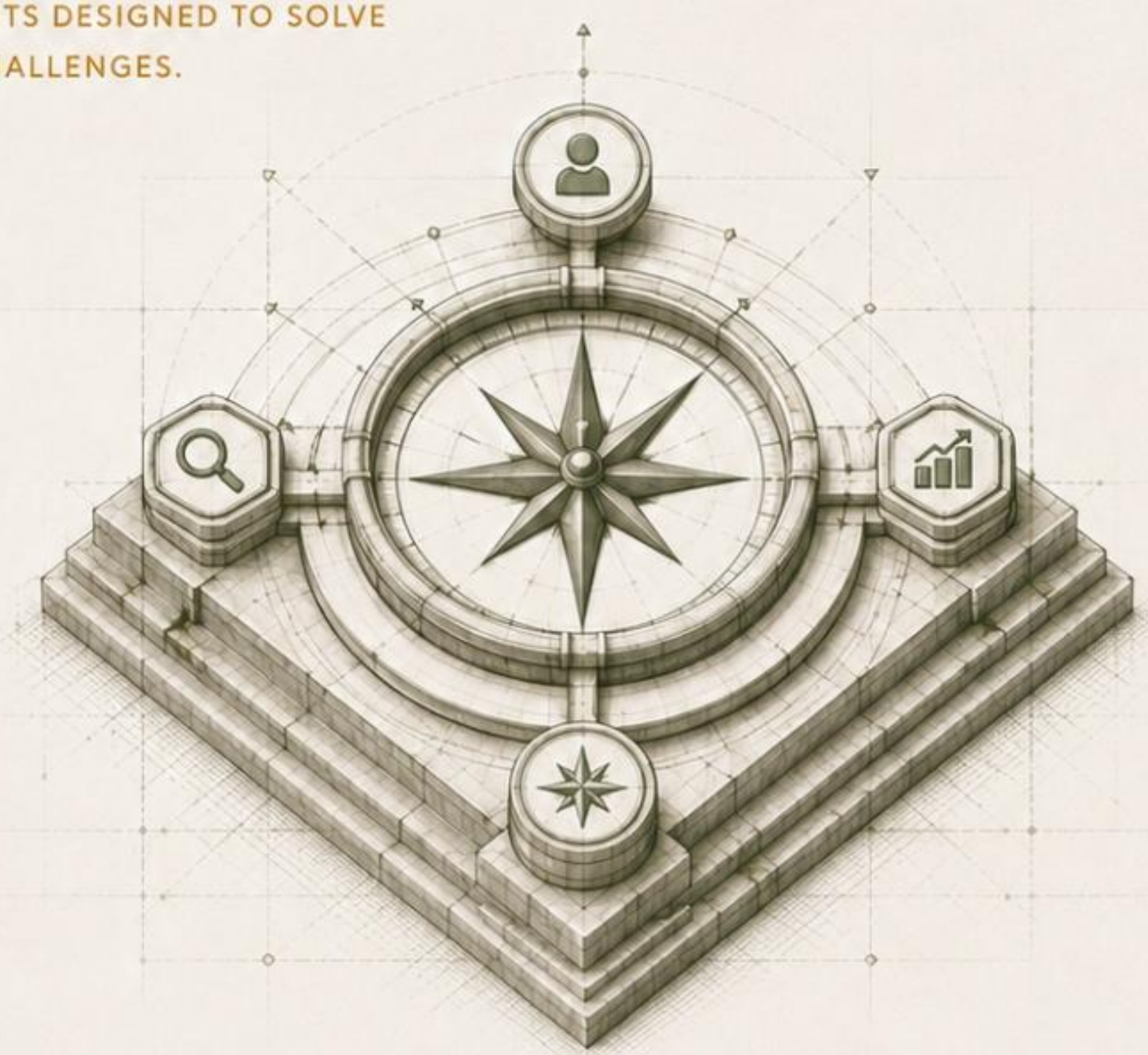
Stone Soup
Strategy

Productized Sprints

FOCUSED, HIGH-VALUE ENGAGEMENTS DESIGNED TO SOLVE SPECIFIC CLARITY AND GROWTH CHALLENGES.



These sprint-based offers help clients address specific strategic questions quickly and clearly — from positioning and audience definition to thought leadership and competitive differentiation.

Brand Builder

Clarify positioning, messaging, and the strategic story that supports growth.

Thought Leadership Jumpstart

Turn founder insight into a structured content engine and stronger market visibility.

Audience Blueprint

Define the right audience, buyer context, and messaging direction.

Competitive Edge SWOT

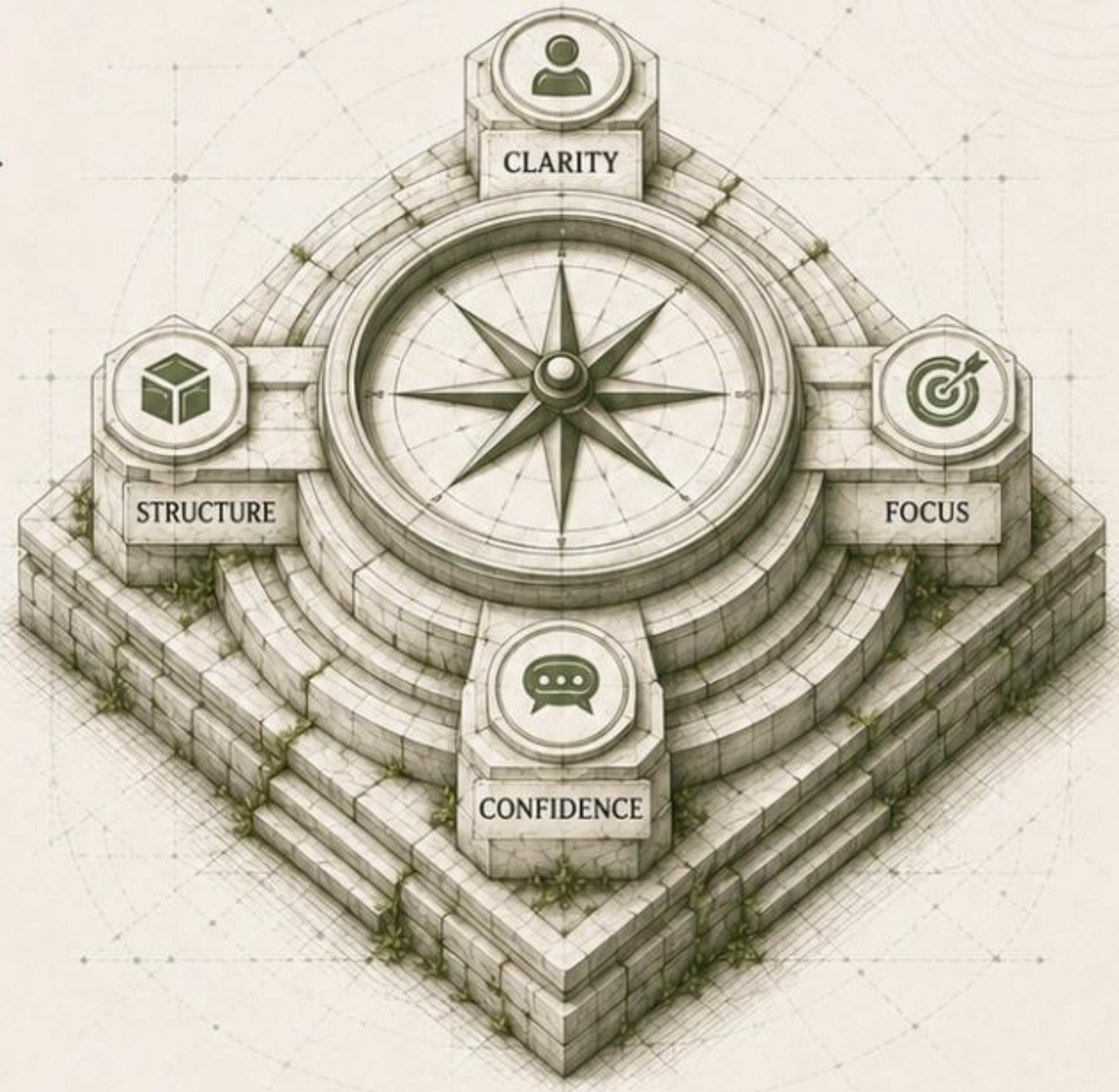
Sharpen differentiation by understanding the market, competitors, and strategic white space.

Stone Soup Strategy

The Brand Builder

FOUNDATIONAL POSITIONING, MESSAGING, AND NARRATIVE CLARITY

The Brand Builder is designed to help companies clarify who they are, how they should be understood, and what the market most needs to hear. It creates the strategic foundation that makes every other marketing decision easier.



What It Is

A focused strategic sprint that sharpens positioning, messaging, and the broader story around the business.

What It Includes

Positioning direction, messaging architecture, narrative guidance, and practical next-step recommendations.

What It Clarifies

Who the company is for, why the value matters, and how the story should be told more clearly.

Best Fit For

Founder-led companies, growing firms, and teams refreshing their story, site, or go-to-market narrative.

Best-Fit Use Case

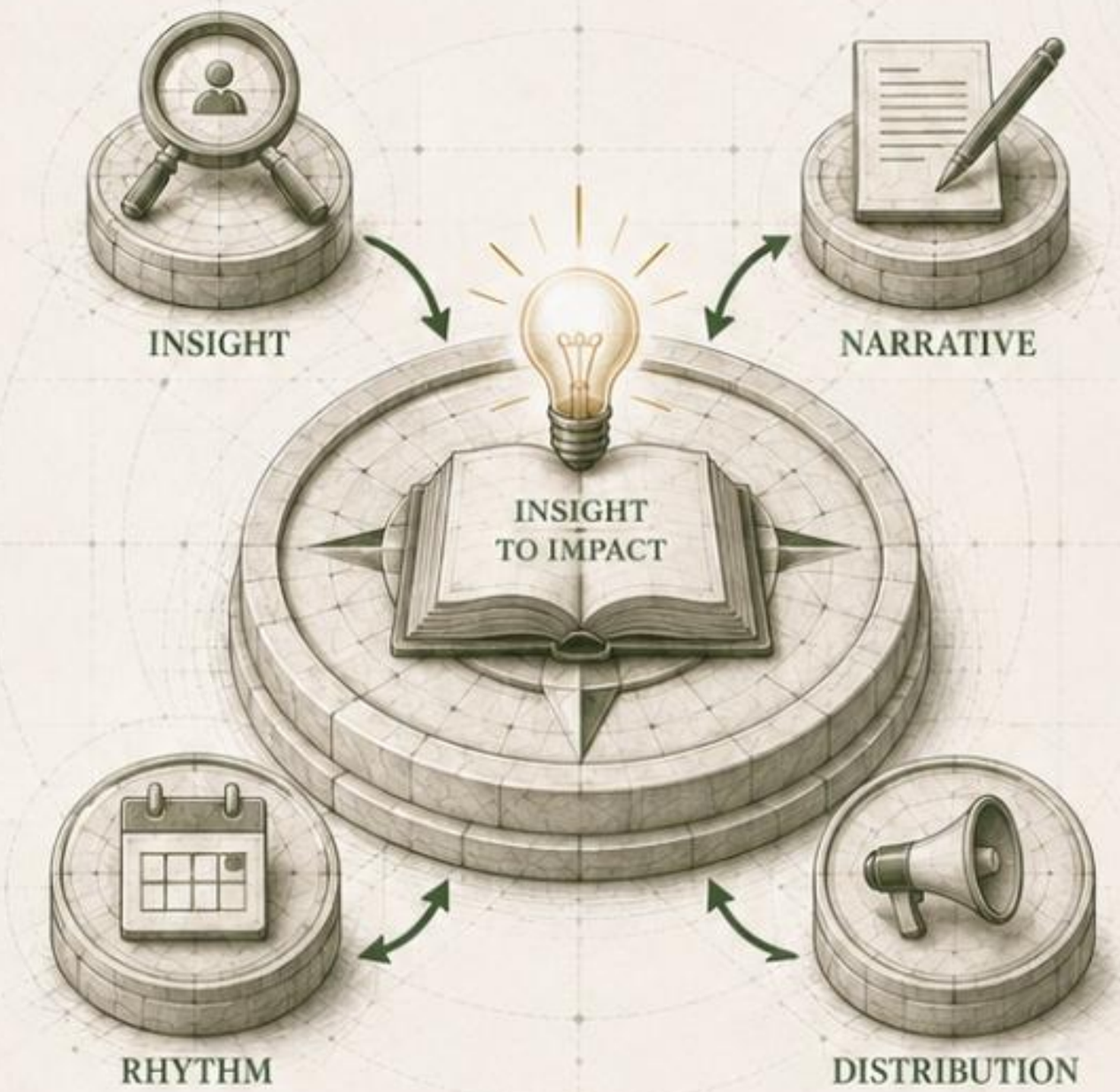
Best for organizations that know they have something valuable, but need a sharper, more coherent way to express it to the market.

Stone Soup
Strategy

Thought Leadership Jumpstart

TURN FOUNDER INSIGHT INTO A
USEFUL AND REPEATABLE CONTENT ENGINE

Thought Leadership Jumpstart helps organizations turn strong internal thinking into clear, useful market-facing content. It creates the themes, structure, and momentum needed to build authority more intentionally.



What It Is

A focused sprint for defining thought leadership themes, point of view, and content direction.

What It Includes

Core narrative themes, article or post directions, content rhythm guidance, and repurposing recommendations.

What It Enables

Greater consistency, clearer perspective, stronger authority, and a more repeatable content engine.

Best Fit For

Founders, experts, and leadership teams with strong thinking that needs to be surfaced, structured, and distributed.

Best Used When

A company has strong thinking worth sharing but lacks the clarity, structure, or consistency to turn it into meaningful market content.

Stone Soup Strategy

Audience Blueprint

DEFINE THE AUDIENCES, TRIGGERS, AND BUYING CONTEXT THAT MATTER MOST

Audience Blueprint helps companies move beyond vague target-market language and define the buyers, triggers, priorities, and decision context that actually shape growth. It brings sharper audience clarity to both messaging and marketing decisions.

What It Is

A focused sprint for clarifying ideal audiences, buying triggers, and the decision context around the offer.

What It Includes

ICP direction, audience segmentation, trigger states, buyer considerations, and messaging implications.

What It Clarifies

Who the company should prioritize, what matters to those buyers, and what makes the story resonate.

Best Fit For

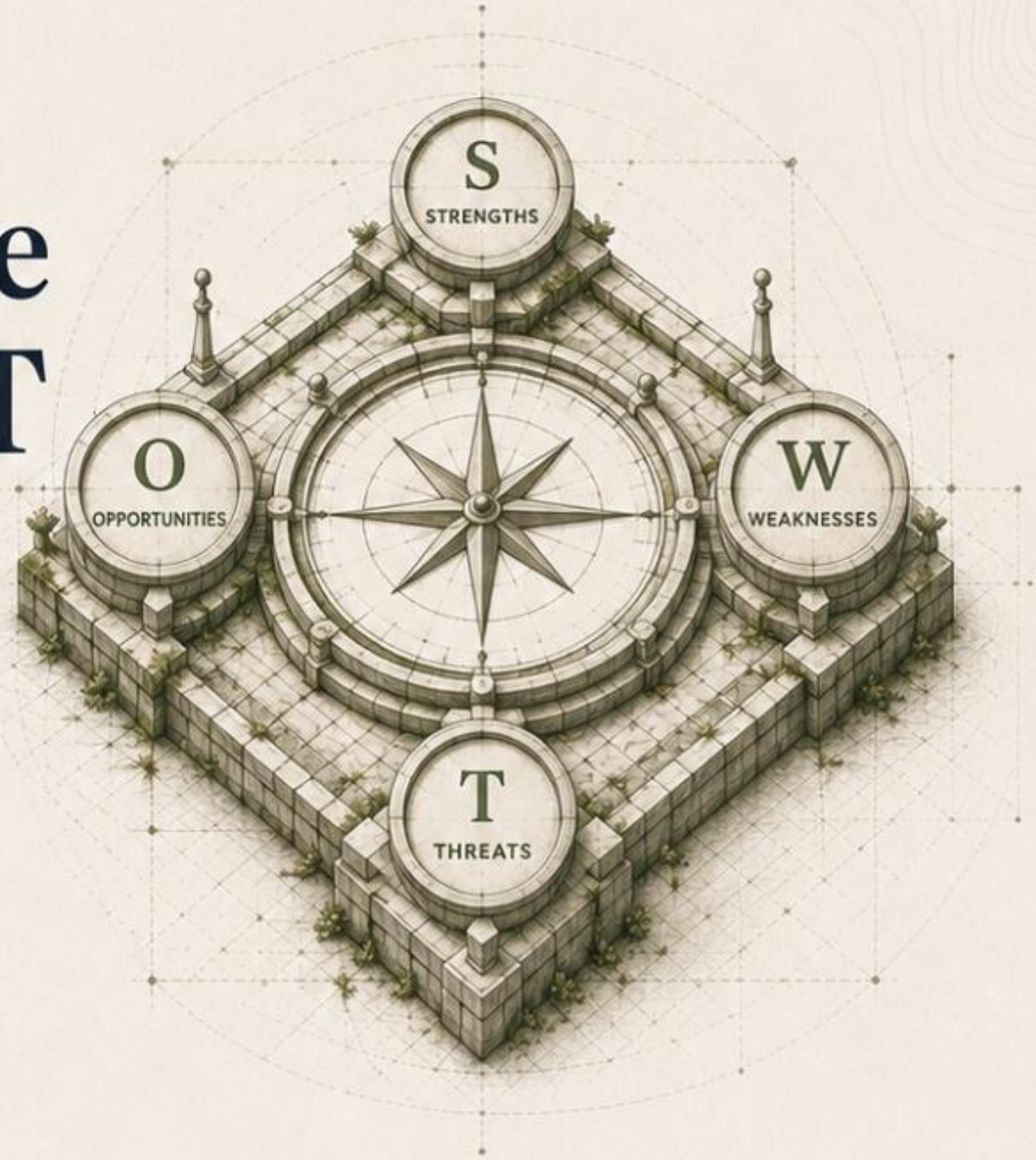
Teams refining their go-to-market focus, refreshing their message, or trying to make marketing more targeted and useful.

Best Used When

A company is growing, repositioning, launching, refreshing its website, building a content system, or struggling to reach the right buyers.

Stone Soup
Strategy

Competitive Edge SWOT



SHARPEN DIFFERENTIATION BY MAPPING STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS.

Competitive Edge SWOT helps companies assess where they stand, how the category is shifting, and where the clearest opportunities for differentiation may exist. It turns a broad strategic question into a more grounded view of the market landscape.

What It Is

A focused strategic sprint for evaluating internal strengths and weaknesses alongside external opportunities and threats.

What It Includes

A structured SWOT analysis, competitive perspective, strategic observations, and practical implications for positioning and messaging.

What It Clarifies

Where the company is strongest, where the market is crowded, and where meaningful differentiation may be available.

Best Fit For

Teams refining their go-to-market direction, preparing to reposition, or looking for a sharper competitive point of view.

Best Used When

A company wants a more realistic, strategic view of its market position before sharpening its story, website, or growth plan.