



Marketing Passport®

*Your complete marketing
foundation, organised in one place.*

Foundations » Strategy » Execution Readiness

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CLIENT INFORMATION

1. BUSINESS BASICS

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Which industry best describes your primary business?

Digital Marketing & Growth Strategy, focused on community-driven marketing, scalable systems, and revenue enablement for growing businesses.

How does your business primarily operate?

Hybrid model, delivered primarily online through strategy, systems, automation, and community infrastructure, supported by selective live sessions, workshops, and in-person engagements where they add strategic value.

Where do you currently serve customers?

Australia-wide, with an increasing number of clients and community members engaging internationally.

If you have a physical presence, where is it located?

Melbourne, Victoria, Australia — serving as the head office and operational base for strategy, technology, and partnerships.

Which location matters most for your growth right now?

(optional) Australia remains the primary growth focus, with intentional and strategic expansion into international markets as the platform and community scale.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

To help businesses become seen, understood, trusted, and chosen by building marketing clarity, strategic foundations, and community-driven momentum that compounds over time.

Vision (what success looks like in the future?)

A future where businesses no longer rely on fragmented tools, guesswork, or short-term tactics to grow — but instead operate with clear positioning, shared intelligence, and marketing systems that scale through community and consistency. GNR Media aims to raise the standard of marketing readiness by combining strategy, systems, and collective visibility into a single growth platform.

Core values (3–5 guiding principles)

1. Strategy Before Tactics

We believe marketing only works when it starts with clarity. Foundations come first — channels, content, and ads come later.

2. Marketing Should Compound

Marketing isn't a one-off activity. Done properly, it becomes an asset that grows stronger through repetition, data, and shared momentum.

3. Systems Over Fragmentation

Disconnected tools and tactics create friction. We prioritise integrated systems that reduce complexity and improve execution.

4. Personalised, Not Generic

No two businesses are the same. Effective marketing must be built from real context — not templates, trends, or assumptions.

5. Community Creates Leverage

Businesses grow faster when they learn, share, and are visible together. Collective intelligence and scale outperform isolation.

3.PRODUCTS & SERVICES **((WHAT YOU ACTUALLY SELL))**

List of core products/services .

GNR Media provides a subscription-based marketing platform designed to give businesses clarity, systems, and momentum. The core offering includes the Marketing Passport® as a strategic foundation, an all-in-one marketing platform for CRM, automations, calendars, pipelines, landing pages, and campaigns, social media planning and scheduling tools, and access to a community that amplifies visibility. Higher tiers include SEO and website optimisation, strategic backlinking, content creation, ad feedback before paid spend, follower growth campaigns, and ongoing strategic support.

Outcomes: the results your customers get.

The results your customers get. Customers gain clarity around their audience, offer, and positioning, supported by a single source of truth for all marketing decisions. This reduces wasted spend, removes guesswork, and replaces fragmented tactics with consistent execution. Over time, customers experience stronger visibility, increased trust and authority, improved search discoverability, and confidence to present and promote their business publicly and within the community.

Pricing: how you package or charge for your work.

GNR Media operates on a tiered monthly subscription model. Businesses can start with a foundational plan focused on clarity and core tools, then scale into Pro and Premium tiers that add optimisation, visibility, content, and strategic support. This structure avoids large upfront agency fees and allows marketing to compound over time at a predictable cost.

Hero Offer: the offer that drives most of your revenue.

The primary revenue-driving offer is the GNR Media Growth Subscription. This membership combines the Marketing Passport®, integrated marketing systems, ongoing optimisation, and community-powered visibility. The Pro and Premium tiers deliver the highest leverage by pairing strategic foundations with execution and amplification.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

GNR Media's ideal customer is a small to mid-sized business owner who understands that marketing matters but feels overwhelmed, inconsistent, or unsure where to focus. They are typically service-based, growth-oriented, and serious about building a sustainable business rather than chasing short-term tactics. They value clarity, structure, and practical guidance over hype or generic advice.

Customer segments (if you serve more than one type of customer).

GNR Media serves several overlapping customer segments. These include early-stage businesses that need a clear marketing foundation before scaling, established small businesses that have tried marketing but lack consistency or systems, and professional service providers or consultants who rely on trust, authority, and visibility to grow and want a structured way to present and promote their expertise.

Customer Problems: the challenges they face.

Customers struggle with unclear positioning, scattered tools, and inconsistent execution. Many have invested time or money into marketing without seeing reliable results and feel frustrated by conflicting advice. They often lack a single source of truth for decisions, are unsure which channels matter most, and feel pressure to be everywhere without the clarity or systems to support it.

Why do customers choose you?

Customers choose GNR Media because it replaces confusion with clarity and chaos with structure. The Marketing Passport® gives them a strong strategic foundation, while the platform and community help them execute consistently without starting over each time. They value the combination of strategy, systems, and shared visibility, as well as the focus on sustainable, long-term growth rather than quick wins.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

GNR Media's direct competitors include digital marketing agencies, marketing consultants, and marketing platform providers that offer strategy, execution, or tools to small and mid-sized businesses. These competitors often sell campaign management, social media services, SEO packages, or marketing software subscriptions, usually as separate or disconnected offerings.

Indirect Competitors: alternatives your customers might choose instead.

Indirect competitors include do-it-yourself marketing tools, standalone SaaS platforms, online courses, coaches, and freelancers. Customers may also choose to manage marketing internally, rely on referrals alone, or experiment with ad platforms and templates without a clear strategy. These alternatives often feel cheaper or simpler upfront but typically lack structure, accountability, and long-term consistency.

Your Edge: what you do differently and why customers choose you.

GNR Media stands out by combining strategy, systems, execution, and community into a single growth platform. Unlike agencies that focus on tactics or tools that focus on features, GNR Media starts with the Marketing Passport® to create clarity before action. Marketing decisions are grounded in real context, supported by integrated systems, and amplified through community-driven visibility. This approach removes guesswork, reduces wasted spend, and allows marketing to compound over time instead of restarting with every new campaign.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

GNR Media is a community-powered marketing platform that helps businesses become seen, understood, trusted, and chosen by building clear strategy, integrated systems, and visibility that compounds over time.

Short pitch / 7-second explanation.

GNR Media helps businesses stop guessing at marketing and grow with clear strategy, smart systems, and community-driven visibility.

Hooks/Taglines: memorable lines that spark interest.

Marketing that compounds, not restarts.

Clarity before campaigns.

Strategy, systems, and visibility – working together.

Stop chasing tactics. Start building momentum.

Be seen with community-driven strategy.

Tone of Voice: choose the style that fits your brand.

Clear, confident, and practical. Strategic but approachable. Calm, grounded, and professional rather than hype-driven. Focused on clarity, long-term thinking, and real outcomes. Supportive and collaborative, positioning GNR Media as a guide and system, not a loud guru or aggressive agency.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

The GNR Media customer is a business owner who wants to grow but feels weighed down by uncertainty around marketing. They care deeply about their business, want to be taken seriously, and know they need visibility and consistency, but they don't want to rely on hype, trends, or guesswork to get there.

What are they struggling with?

They are overwhelmed by conflicting advice, scattered tools, and inconsistent results. Marketing feels noisy, expensive, and hard to trust. They've often tried things before without knowing why they worked or failed, leaving them frustrated, hesitant to invest further, and unsure what to focus on next.

How does your brand help?

GNR Media acts as the guide that brings clarity and structure. Through the Marketing Passport®, integrated systems, and a supportive community, GNR Media helps them understand their business, make informed decisions, and execute marketing consistently without starting over each time. The focus is on strategy first, systems second, and visibility that builds over time.

What does life look like after success?

With clarity and the right foundations in place, the business owner moves from confusion to confidence. Marketing becomes predictable, aligned, and repeatable. They are more visible, better understood, and more trusted by their audience. Instead of chasing tactics, they build momentum, participate confidently in the community, and grow their business with intention and control.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

GNR Media's personality is strategic, calm, and confident. It is thoughtful rather than loud, practical rather than flashy, and grounded rather than hype-driven. The brand is collaborative and supportive, positioning itself as a guide that brings clarity and structure, not as a guru or aggressive agency. It values long-term thinking, consistency, and credibility.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

GNR Media communicates in clear, plain language that prioritises understanding over jargon. The tone should be confident without being arrogant, supportive without being soft, and direct without being

dismissive. Messaging should avoid hype, exaggeration, fear-based tactics, or promises of quick wins. The voice should consistently reinforce clarity, strategy, and sustainable growth, and speak to business owners as capable partners rather than confused beginners.

One-Word Descriptor: the single word that captures your brand's essence.

Clarity.

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours, e.g: your colour codes: #8c52ff

White- #ffffff

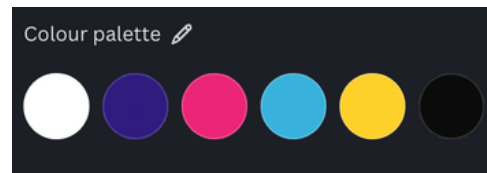
Purple- #301b7f

Pink- #eb2578

Blue- #38b3dc

Yellow- #fed02a

Black- #0c0c0b



Fonts / typography.

Playfair Display

Visual preferences.

Brand Style Guide uploaded.

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify Other Go High Level

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Unsure

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

GNR Media currently focuses on owned and community-led channels. This includes the GNR Media website and funnels within Go High Level, organic social presence (particularly LinkedIn and Facebook), community discussions and presentations, email communication through CRM automations, and SEO-supported content such as articles and thought leadership. These channels are used to build authority, trust, and long-term visibility rather than short-term spikes.

Channels you want to use next.

Future expansion channels include more structured content distribution, increased use of video-based platforms, deeper SEO and backlink-driven discovery, and selective paid amplification to extend reach once messaging and positioning are proven. Expansion is intentional and staged, focusing only on channels that align with strategy and capacity rather than spreading effort too thin.

Paid vs organic mix (if any).

GNR Media prioritises organic and community-driven growth as the foundation, supported by SEO, content, and shared visibility. Paid activity is used selectively as an amplification layer once offers, messaging, and funnels are validated. The overall mix is organic-first with paid used strategically, not as a dependency.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files**
- **Photos**
- **Videos**
- **Testimonials**
- **Case studies**
- **Written content**

Logo Files: GNR Media has a defined brand identity with primary logo assets available for digital use. Logos are already in use across the website, funnels, community, and course materials, and are suitable for online marketing, social content, and presentations. Any additional variations can be created as needed, but core logo assets are ready to use.

Photos: Current imagery focuses primarily on brand-led visuals, graphics, and digital assets rather than extensive lifestyle or team photography. While this supports a clean, strategic brand presence, additional custom photography could be developed over time to support storytelling, credibility, and future campaigns.

Videos: GNR Media has educational and explanatory video content used within the platform, community, and course environment. Video is positioned as a growing asset category, with opportunities to expand into more promotional, thought leadership, and community-driven content as visibility increases.

Testimonials: Early testimonials and feedback exist, particularly around clarity, strategy, and the value of the Marketing Passport® approach. As the community grows and more businesses progress through the system, testimonial assets are expected to expand and become a stronger proof element.

Case Studies: Formal case studies are currently limited and represent an opportunity for future development. The focus to date has been on building the platform and community foundations, with case studies planned as members achieve measurable results.

Written Content: GNR Media has a strong base of written content including website copy, funnels, course materials, guides, articles, and strategic frameworks. This content supports positioning, education, and SEO, and can be repurposed across channels as the brand scales.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

GNR Media aims to be known for marketing clarity, marketing strategy foundations, community-driven growth, and sustainable visibility. Core topics include marketing readiness, positioning and messaging, marketing systems and automation, SEO and discoverability, content strategy, and how businesses can build marketing that compounds over time rather than relying on short-term tactics.

Primary keywords/themes (the search terms and themes your ideal customers actually use)

Primary keywords focus on the language business owners actually use when looking for help. These include marketing strategy for small business, marketing clarity, how to get more visibility online, branding and positioning for small business, SEO basics for business owners, content marketing strategy, marketing systems and automation, and community-driven marketing. Keyword themes prioritise intent-based searches tied to growth, clarity, and consistency rather than internal jargon or technical terms customers would not search for.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

The primary goal for GNR Media over the next 6–12 months is to grow a strong, engaged member base using the Marketing Passport® as the entry point, while proving the platform's ability to drive clarity, consistency, and scalable marketing outcomes. This includes refining the offer, strengthening positioning, and establishing GNR Media as a credible authority in marketing readiness and community-driven growth.

Key outcomes you care about (leads, sales, visibility, etc.).

Success is measured through steady membership growth, increased completion of the Marketing Passport®, higher engagement within the community, and consistent inbound interest through organic channels. Additional outcomes include improved visibility and authority for the GNR Media brand, predictable recurring revenue from subscriptions, and clear proof points that demonstrate how the platform helps businesses move from confusion to confident execution.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

The biggest constraint is prioritisation and focus while building multiple components simultaneously, including platform capability, content, community, and visibility. Maintaining clarity around what to build, promote, and scale first is critical to avoid dilution of effort and ensure momentum continues without overextending time or resources. ¹⁴

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

Marketing Budget Range: GNR Media operates with a flexible, staged marketing budget that prioritises sustainable growth over large upfront spend. Investment is focused on platform development, content, SEO, community growth, and selective paid amplification once messaging and funnels are validated. Budget decisions are made with an emphasis on compounding returns, testing before scaling, and ensuring spend directly supports long-term visibility and recurring revenue.

Decision-Maker: the person who approves spend and final decisions.

Final marketing and spend decisions are made by the founder and leadership team. This ensures alignment between strategy, execution, and long-term vision, and allows decisions to be made quickly without unnecessary approval layers or delays.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

GNR Media only uses testimonials, feedback, images, and content where permission has been explicitly granted or where the material is created internally. Testimonials are presented accurately and without exaggeration, and any community or member-related references are shared with consent. Visual assets and content are either owned by GNR Media, licensed appropriately, or used in line with platform terms to avoid misuse or misrepresentation.

Industry Rules: any sector-specific regulations you must follow?

GNR Media operates within general marketing and advertising standards rather than a heavily regulated industry. Claims focus on strategy, education, systems, and visibility outcomes rather than guarantees of financial or business results. Marketing avoids misleading performance promises, income claims, or pressure-based tactics, and complies with platform advertising policies to ensure campaigns are approved and scalable without compliance risk.

