



Marketing Passport®

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

Foundations » Strategy » Execution Readiness

Table of Contents



<u>Business Basics</u>	03
<u>Mission, Vision, and Values</u>	04
<u>Products and Services</u>	05
<u>Audience and Customers</u>	06
<u>Competitors and Differentiators</u>	07
<u>Brand Positioning and Messaging</u>	08
<u>Brand Story</u>	09
<u>Brand Personality and Voice</u>	10
<u>Brand Style Guide</u>	11
<u>Website and Infrastructure</u>	12
<u>Marketing Channels</u>	12
<u>Marketing Assets</u>	13
<u>Keywords and SEO Focus</u>	13
<u>Goals and Success Metrics</u>	14
<u>Budget and Decision Making</u>	15
<u>Compliance and Permissions</u>	15



CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Elise Steegstra		
Website Address:	www.elisesteegstra.com		
Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Elise Steegstra
		Country:	Australia
Phone Number:	0410 639 250	Email Address:	elisesteegstra@gmail.com

Which industry best describes your primary business?

Legal Services — with a specialised focus on intellectual property law, commercial law, and strategic business advisory. The business operates at the intersection of law and entrepreneurship, providing expert legal guidance to creatives, innovators, and businesses. Its core services include protecting and managing intellectual property (such as trademarks, copyrights, and brand assets), structuring and negotiating commercial agreements, and offering practical, forward-thinking legal advice to support business growth.

Beyond traditional legal services, the practice positions itself as a strategic partner to its clients—helping them navigate complex legal landscapes, mitigate risk, and build sustainable, legally sound businesses.

How does your business primarily operate?

Primarily service-based and advisory. The business operates in a hybrid model, combining one-on-one client advisory (project-based and ongoing advisory relationships) with scalable education through podcasting, content, and digital resources.

Where do you currently serve customers?

Primarily Australia-wide, with clients across multiple states. Content and education offerings also reach an international audience.

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

Office based in Melbourne, Victoria.

Which location matters most for your growth right now?

Australia-wide expansion remains the priority, with a growing strategic focus on international reach through digital content and education platforms.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

To make intellectual property and business protection clear, practical, and accessible for business owners and advisors, so they can confidently build, grow, and protect what they are creating.

Vision (what success looks like in the future?)

To become a trusted, go-to authority for practical intellectual property guidance for business owners and advisors, both in Australia and globally.

The long-term goal is to shift how people engage with IP — from something reactive and overlooked, to something proactive, strategic, and embedded in how businesses are built from the start.

Core values (3–5 guiding principles)

Clarity over complexity

We prioritise clear, practical explanations over legal jargon, so clients and audiences can actually use the information.

Practicality over theory

Everything we do is grounded in real-world application. Advice is only valuable if it can be acted on.

Prevention over reaction

We focus on helping businesses avoid problems before they arise, rather than just solving issues after the fact.

Ownership mindset

We believe business owners should understand and take control of their intellectual property, not outsource understanding entirely.

Trust through transparency

We communicate openly about risks, limitations, and options so clients can make informed decisions with confidence.

Consistency builds strength

Strong brands and IP rights come from consistent use and intentional decisions over time, not one-off actions.

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

Intellectual property advisory, trade mark strategy, brand protection, and commercial agreements, alongside education through podcast content and digital resources.

Outcomes: the results your customers get.

Clients gain clarity, control, and confidence in how their business is structured and protected, with reduced legal risk and stronger foundations for growth.

Pricing: how you package or charge for your work.

Project-based and value-based pricing for advisory work, with retainers for ongoing support and accessible or free pricing for education and content.

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

Strategic Intellectual Property and Business Protection Advisory

This core offering is centred on proactively structuring, protecting, and future-proofing a business through tailored legal strategy. Rather than reactive, once-off legal services, this advisory takes a forward-thinking approach—identifying potential risks, securing key intellectual property assets, and building strong legal foundations that support long-term growth.

The service integrates intellectual property protection (including trademarks, copyrights, and brand assets) with commercial and business structuring advice. It is designed to ensure that every aspect of the business—from ownership and contracts to brand protection and scalability—is legally sound and aligned with the client's strategic goals.

Positioned as an ongoing partnership rather than a transactional service, this offer empowers business owners with clarity, confidence, and control—allowing them to grow, expand, and operate with reduced legal risk and greater peace of mind.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

Business owners, founders, and advisors who are building something valuable and want to protect it properly, but don't want overly technical or reactive legal advice.

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

Established business owners, early-stage founders, creatives and brand-led businesses, and professional advisors supporting clients on growth and risk.

Customer Problems: the challenges they face.

Uncertainty about what they actually own, inconsistent brand use, gaps in trade mark protection, unclear ownership structures, and exposure to preventable legal risk.

Why do customers choose you?

Clients choose this business for its ability to translate complex legal concepts into clear, practical guidance that directly supports real business outcomes. Rather than overwhelming clients with technical jargon or overly cautious legal theory, the approach is grounded in what actually matters—helping business owners make informed, confident decisions.

The focus is always on clarity, strategy, and usability. Clients are guided through their options in a way that is easy to understand, with advice that is tailored to their specific goals, risks, and stage of growth. This ensures that legal decisions are not only compliant, but also commercially sound and aligned with long-term success.

By combining legal expertise with a deep understanding of business realities, the service becomes more than just legal support—it becomes a trusted advisory partnership. Clients feel empowered, supported, and in control, knowing they have clear direction and a legal strategy that works in practice, not just on paper.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Other intellectual property and commercial lawyers who advise on trade marks, brand protection, and business structuring, particularly those servicing small to medium businesses.

Indirect Competitors: alternatives your customers might choose instead.

Online trade mark filing platforms, DIY legal templates, generalist lawyers without IP specialisation, and free online content or AI tools that provide surface-level guidance.

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

A strategic, business-first approach to intellectual property and legal advisory that prioritises clarity, prevention, and real-world application.

Unlike traditional legal services that are often reactive and complex, this approach is proactive and commercially grounded—designed to identify risks early, put the right structures in place, and support smarter decision-making before issues arise. The focus is not just on legal compliance, but on building resilient, scalable businesses with strong legal foundations.

A key differentiator is the emphasis on accessible education. By demystifying legal concepts and equipping clients with the knowledge they need, the business fosters trust and long-term relationships. Clients are not left in the dark—they are empowered to understand their position, make informed choices, and take ownership of their legal strategy.

This combination of strategic insight, practical implementation, and education-driven support creates a more collaborative and empowering experience—where legal guidance becomes a tool for growth, not just protection.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

I help business owners and advisors understand, protect, and structure their intellectual property so they can build valuable, resilient businesses with confidence.

Short pitch / 7-second explanation.

Practical IP advice for business owners who want to get it right early.

Hooks/Taglines: memorable lines that spark interest.

“Protect what you’re building before it’s tested.”

“Your brand is valuable. Make sure you actually own it.”

“Own your own ideas.”

“Most IP problems are preventable. I help you avoid them.”

“Clear, practical IP advice for real businesses.”

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

Clear and human, never overly technical, with a focus on making complex ideas simple and usable.

Confident and advisory, guiding decisions without being alarmist or overly cautious.

Practical and grounded, always linking legal concepts back to real business outcomes.

Reassuring and strategic, helping business owners feel in control rather than overwhelmed.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

Most business owners don't realise they have an intellectual property problem until something goes wrong. A trade mark gets rejected. A brand gets copied. A partner leaves and ownership isn't clear. Or they discover too late that what they thought they owned... they don't. It's not because they've done anything wrong. It's because no one has ever explained how intellectual property actually works in a real business.

What are they struggling with?

You're building something valuable. A brand, a reputation, systems, content, ideas — all the things that make your business yours. But without the right structure and protection, that value can be fragile. Small gaps early on can turn into expensive, stressful problems later. What you need isn't more legal jargon or reactive advice. You need clarity. You need to understand what matters, what risks exist, and what to do next.

How does your brand help?

That's where I come in.

I translate intellectual property into practical, real-world decisions. I help you see what you actually own, where the risks are, and how to protect your business properly from the start.

Not just to avoid problem, but to build something stronger, more valuable, and easier to grow.

What does life look like after success?

Because intellectual property isn't just legal.

It's how your business holds value.

And when you understand that, you can build with confidence.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Strategic, practical, and reassuring.

The brand shows up as a trusted advisor who understands both the legal landscape and the realities of running a business, balancing expertise with approachability.

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

Speak in plain English, translating legal concepts into real-world meaning without unnecessary jargon.

Focus on what matters and why, always linking ideas back to business impact and decisions.

Sound confident and calm, not alarmist, guiding rather than lecturing.

Prioritise clarity over completeness, keeping explanations tight, structured, and useful.

Use real-world framing where possible so the audience can see how the advice applies to them.

Write as if speaking to a capable business owner, not a lawyer.

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

Soft pink as the signature highlight colour.
Charcoal or dark grey for text and structure.
Light neutrals (white or pale grey) for backgrounds.
Use colour purposefully, with pink drawing attention to key elements.

Fonts / typography.

Modern, clean sans-serif fonts.
Clear hierarchy with bold headings and simple body text.
Prioritise readability over style.

Visual preferences.

Clean, minimal, and structured. The design should feel calm, intentional, and easy to follow, reinforcing clarity rather than adding noise.

Imagery & Graphics

Simple, conceptual visuals that support explanation.

Minimal, consistent line-style icons.

Avoid generic or overly decorative imagery.

Visuals should reinforce clarity and understanding.

Layout & Composition

Strong spacing and alignment to create structure.

Clear hierarchy so content is easy to scan.

Avoid clutter – white space is essential.

Consistency across all platforms.

Logo Usage

Use on clean, light backgrounds.

Maintain spacing around the logo.

Keep colours consistent, with pink as the focal point.

Avoid distortion or busy placements.

Overall Look & Feel

Simple, clear, and intentional.

The visual identity should feel like a clear explanation – structured, calm, and easy to understand.

Soft Pink	#F26C9C
Bright Pink Accent	#FF8FB3
Dark Charcoal Grey	#4A4A4A
Sage Green	#7A8F78
Muted Olive Green	#A3B29A
Light Sky Blue Border	#BFE8F7
White / Background	#FFFFFF

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 _____

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Unsure Other

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

Podcast as the core content platform, supported by LinkedIn and Instagram (Reels) for distribution, visibility, and audience engagement. Website acting as the central hub for credibility, content, and lead capture.

Channels you want to use next.

Email marketing to build a direct, owned audience and deepen relationships beyond social platforms.

Search-driven blog content to capture ongoing demand from business owners actively looking for IP guidance.

Paid vs organic mix (if any).

Keep the podcast as the anchor, with LinkedIn and Instagram used to repurpose and distribute key insights.

Prioritise building an email list next, so attention turns into a long-term asset rather than just reach.

Use blog content selectively to support SEO, focusing on high-intent topics rather than volume.

The strategy should stay focused: one core content engine, amplified across a small number of channels, with email as the conversion layer.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

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

Logo Files

Primary logo available (Elise Explains IP).

Assume standard formats exist (PNG, JPEG). Developers/designers should confirm availability of vector files (SVG, EPS) and brand variations (light/dark, stacked/horizontal).

Photos

No clear bank of professional brand photography confirmed.

Assume limited or no consistent personal brand imagery available for marketing use.

Likely gap: cohesive, high-quality brand photos for website, media, and campaigns.

Videos

Podcast episodes and short-form video clips (Reels) derived from podcast content.

These can be repurposed for social, ads, and landing pages.

No indication of long-form video assets beyond podcast recordings.

Case Studies

No formal case studies currently documented.

Insights and examples likely exist within advisory work but are not yet structured into reusable marketing assets.

Clear opportunity to develop anonymised case studies.

Written Content

Strong existing content library including podcast scripts, show notes, blog-style articles, and LinkedIn posts.

This is a key asset that can be repurposed across channels, SEO, and lead generation.

Overall Asset Position

Strong foundation in written and audio/video content.

Gaps in visual assets (photography) and structured proof assets (case studies).

Most immediate leverage comes from repurposing existing content, with targeted creation of photos and case studies to strengthen credibility and conversion.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Intellectual property for business owners, trade marks and brand protection, ownership and business structure, contracts and legal foundations, and avoiding common legal mistakes in growing a business.

These topics should be framed around real business decisions, not legal theory.

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

“how to protect a business name Australia”
“trade mark vs business name Australia”
“do I need a trade mark for my business”
“how to protect my brand”
“what intellectual property do I own”
“who owns intellectual property in a business”
“IP ownership between founders”
“protecting a logo Australia”
“trade mark application Australia process”
“common legal mistakes small business Australia”

Content Direction

Create content that answers specific, practical questions with clear outcomes. Each piece should help the reader understand what to do next, not just explain the concept.
Avoid legal jargon and optimise for how real business owners think and search, not how lawyers describe the issue.

Search Intent Focus

Focus on questions business owners ask when they are unsure, starting a business, growing, or encountering risk.

Prioritise “how”, “do I need”, “what happens if”, and “can I” type queries that signal real decision points.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

Build a consistent pipeline of qualified advisory clients while growing a recognisable authority brand in intellectual property.

Increase audience size across podcast, LinkedIn, and Instagram, while converting that attention into email subscribers and enquiries.

Strengthen positioning as the go-to advisor for strategic IP and business protection.

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

Number of qualified enquiries per month.

Conversion rate from enquiry to client.

Growth of email list and engagement rates.

Podcast downloads and listener growth over time.

LinkedIn and Instagram reach translating into website traffic.

Website conversions from content to enquiry or sign-up.

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

Strong content and visibility exist, but there is limited conversion infrastructure.

Attention is not yet consistently captured or nurtured (e.g. email list, clear pathways from content to enquiry), meaning valuable audience engagement is not fully translating into clients.

The priority is turning visibility into a reliable, repeatable client acquisition system.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Primary focus on organic growth and content-led marketing, with budget allocated selectively to high-impact activities. Investment priorities include content production (editing, design, repurposing), website optimisation, and basic marketing infrastructure (email platform, SEO tools, analytics).

Paid advertising is not a current priority and should only be tested once conversion pathways are established.

Budget decisions should favour leverage — investing in assets that can be reused and scaled rather than one-off campaigns.

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

Final decision-maker: Elise.

Day-to-day execution may be supported by external contractors or agencies, but direction and approvals remain centralised to ensure consistency of voice and strategy.

Work should be structured to minimise bottlenecks, with clear briefs and defined outcomes so execution can proceed without constant input.

Fast-moving, low-friction decision-making is preferred, with a bias toward testing and iteration rather than over-planning.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

Legal Advertising Risks

Avoid guarantees or absolute outcomes (e.g. “fully protected” or “guaranteed success”).

Frame content as general information unless within a formal client engagement.

Anonymise examples and avoid sharing confidential client details.

Platform Advertising Risks

Avoid exaggerated or fear-based claims.

Ensure all statements are accurate and defensible.

Do not imply personal attributes in ads (e.g. “you haven’t protected your IP”).

Keep messaging general and educational.

Intellectual Property Risks

Use only licensed or original images, music, and video.

Avoid using third-party brands or logos in a way that suggests endorsement.

Confirm ownership of all marketing assets.

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

Privacy & Data Compliance

Comply with Australian privacy laws when collecting data.

Maintain a clear privacy policy covering email capture, cookies, and tracking.

Obtain consent for email marketing and allow easy unsubscribe.

Disclaimers & Permissions

Include clear disclaimers where content may be taken as legal advice.

Ensure website terms and limitations of liability are in place.

Obtain consent before using testimonials.

Overall Risk Position

Clear, accurate, and balanced messaging reduces both legal and platform risk while strengthening trust as the brand grows.

