



**ArtsMedia**  
Consultants

# Marketing Passport®

---

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

*Foundations » Strategy » Execution Readiness*

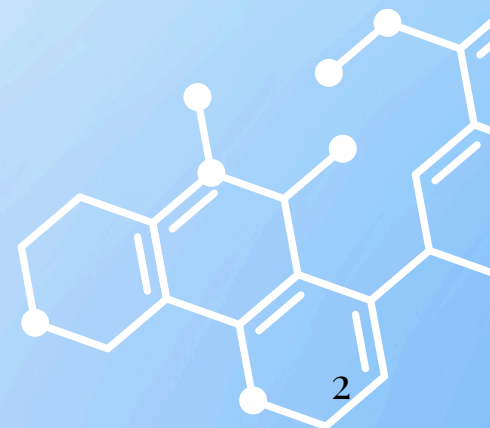


**GNR MEDIA**  
GROWTH AND REVENUE

# 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

<b>Full Name:</b>	Dr Christiaan Willems		
<b>Website Address:</b>	artsmediaconsultants.com/		
<b>Business Stage: (Idea/ Growing/ Established)</b>	Established	<b>Primary Contact:</b>	Dr Christiaan Willems
		<b>Country:</b>	Australia
<b>Phone Number:</b>	0417 470 874	<b>Email Address:</b>	drchris@artsmediaconsultants.com

**Which industry best describes your primary business?**

### 1. Consulting/Coaching

We operate within the executive coaching and media training space, specialising in nonverbal communication, on-camera presence, and high-impact communication for business leaders, teams, and public-facing professionals.

**How does your business primarily operate?**

### 2. Hybrid

We operate on a hybrid model, delivering both in-person and virtual coaching, workshops, and media training sessions. This allows us to work with clients globally while also providing high-impact, face-to-face experiences for individuals and teams when needed.

**Where do you currently serve customers?**

### 3. Brisbane & South East QLD

Our primary client base is located in Brisbane and South East Queensland, with services also delivered nationally and internationally through a combination of in-person and virtual engagements.

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

### 4. Home Office + Client Premises

We operate from a private home office and deliver services at client premises, complemented by virtual sessions to support flexible and high-impact engagement.

## **Which location matters most for your growth right now?**

### **5. Capital Cities + Regional**

Our growth focus is on capital cities and key regional centres, where there is a high concentration of business leaders, corporate teams, and public-facing professionals who benefit from advanced communication and media training.

## **2. MISSION, VISION & VALUES**

(WHY YOU EXIST AND WHAT YOU STAND FOR)

### **Mission (what you do and who you help?)**

**Mission Statement:** Get Comfortable, Confident & Credible

To empower business leaders and professionals to master the art of Human business communication by applying specialised creative industries skills to the corporate communication context: OnScreen, OnStage, and OnLine.

### **Vision (what success looks like in the future?)**

**Vision Statement:** acknowledged authority in Executive Communication Coaching

To be acknowledged as a global authority in executive communication coaching, transforming businesses leaders into Comfortable, Confident, Credible business leaders who possesses the skills and confidence to command their own global (micro) media network and take their unique business message to the world.

### **Core values (3-5 guiding principles)**

**Core Values:** Engagement + Empowerment + Ethics

The 'CCC' is derived from becoming Comfortable, Confident, Credible: We believe that professional credibility is inextricably linked to how a leader comes across as the 'personification' of their business.

**Human-Centric Engagement:** In an increasingly technologically enabled world, we prioritise the Human ability to connect, communicate, and build relationships through authentic storytelling and interactions.

**Empowerment + Ethics:** Our approach is built on a foundation of integrity and social responsibility, aiming to empower leaders with the tools to lead with authority and professional reputation.

**Innovation through Creativity:** By adapting, applying and implementing aspects of specialised stage & screen performance, we help professionals develop both their inner confidence and skills, and their on-screen 'Visual Vocabulary'.

**Personalisation:** Every leader is a unique individual. We provide tailored guidance through our proven, trademarked concept of the 'Stylised Version of You®'.

**Excellence & Professionalism:** We maintain the highest standards of professional development, ensuring that our clients' communication reflects the quality and integrity of their organisations.



## **4. AUDIENCE & CUSTOMERS**

(WHO YOU'RE FOR)

### **Ideal customer profile (plain English) .**

Ideal customers are high-level leaders (CEOs, Directors, Business Owners) and professionals in sectors like professional services, education, or creative industries. They are the “personification” of their organisation and understand that their on-camera presence directly impacts their professional credibility. They value quality, bespoke solutions over "off-the-shelf" products and are committed to personal growth.

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

**The Reluctant Face:** Experts who "hate" the camera but recognize they "no longer have a choice" if they want to remain credible.

**The High-Stakes Performer:** Leaders in a "panic" needing an intensive "CCC Quick Fix" for an imminent presentation or media appearance.

**The Emerging Media Mogul:** Proactive leaders seeking to build a Global Media Network by mastering all facets of video production.

### **Customer Problems: the challenges they face.**

**Camera Anxiety:** Struggling with the 'intimidating piece of glass', the Camera Lens, and the lack of immediate feedback in a 'presenting vacuum'.

**The Video Tsunami:** Fear of being 'invisible or one-click-away-from-oblivion among the 500 hours of video uploaded to YouTube every minute.

**Communication Gap:** Difficulty translating high-level interpersonal skills to the selectively framed world of the camera.

### **Why do customers choose you?**

**Bespoke Transformation:** We provide tailored coaching that turns "complete amateurs" into "ready to perform" talent.

**Specialist Pedigree:** Our unique approach is informed by stage, screen, and television expertise applied to corporate contexts.

**Authenticity:** The Stylised Version of You® ensures they remain "fundamentally themselves" while projecting professional authority.

## 5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

**Direct Competitors: businesses offering similar products or services.**

ArtsMedia Consultants occupies a Third Way in the market, bridging the gap between high-cost commercial production and low-impact DIY efforts.

Competitive Landscape

Direct Competitors: Specialized communication firms, boutique media trainers, and executive coaches focusing on traditional public speaking or media interview prep.

**Indirect Competitors: alternatives your customers might choose instead.**

Indirect Competitors & Alternatives: High-end commercial production companies, in-house media teams, and generic leadership development programs.

The Status Quo: Many leaders "wing it" or use free online resources, often resulting in unprofessional first impressions that leave them 'one click away from oblivion'.

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

The Unique Edge

What distinguishes Dr. Christiaan Willems' approach is the fusion of creative industry skills with corporate strategy.

The Stylised Version of You®: This trademarked concept avoids 'sausage factory' coaching. It helps leaders develop a professional persona that remains 'fundamentally YOU' across different contexts.

The CCC Mastery Program™: A proven framework focused on making presenters Comfortable, Confident, and Credible on-camera, on-stage, and online.

The Micro Media Mogul Model: Rather than relying on crews, leaders are empowered to think like producers, directors, and editors, turning their smartphone into a global media network.

Human-Centric Engagement: Prioritising the human ability to connect and build relationships in a technologically enabled world.

Specialist Pedigree: Dr. Chris's 25-year background in professional Mime, stage/screen performance, and award-winning television (including an International Emmy nomination) provides a level of authority generic consultants cannot match.

## **6. BRAND POSITIONING & MESSAGING**

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

**Positioning Statement: the core idea you want to own.**

For business leaders who feel invisible or uncomfortable in the digital landscape, ArtsMedia Consultants is the specialist communication partner that bridges the gap between leadership expertise and screen presence. We use performance-led, creative industry techniques and the proven Stylised Version of You® concept to transform professionals who 'loathe' presenting into credible professionals who command the digital space.

**Short pitch / 7-second explanation.**

"I help business leaders go from loathing presenting to loving it - becoming Comfortable, Confident, and Credible".

**Hooks/Taglines: memorable lines that spark interest.**

The Emotional Hook: "Loathe Presenting? Get to LOVE it!".

The Credibility Hook: "You are the face of your business. You can't afford to get that wrong".

The Urgency Hook: "In the digital world, you are only one click away from oblivion".

The Core Tagline: "Comfortable, Confident, Credible".

The Visionary Tagline: "Become your own Micro Media Mogul".

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

Authoritative yet Encouraging: Underpinned by specialist authority (Doctor of Creative Industries) but remains approachable and supportive.

Human-Centric: In a tech-enabled world, the voice emphasizes human connection, relationships, and "keeping it human".

Transformation-Focused: Every piece of messaging should point toward the "quantum leap forward" and the "life-changing" results clients experience.

Direct and Transparent: It acknowledges the "hard, factual terms" of the digital reality—that video is no longer a choice, but a fundamental mandate for leadership.

Dr. Chris is not just as a coach, but a trusted mentor who empowers leaders to turn their Smartphone into a global distribution network and take their business message to the world.

## **7. BRAND STORY**

(EMOTIONAL CONTEXT)

### **Who is your ideal customer?**

**The Hero:** You are a high-achieving leader—the CEO, Director, or Entrepreneur who is the personification of your organisation. You have built your reputation on professionalism and integrity, but the new, digital communication reality demands a new role. To lead today, you must be as effective OnScreen as you are in the boardroom.

### **What are they struggling with?**

**The Villain:** The "Piece of Glass" Despite your expertise, the camera lens feels like an intimidating piece of glass. In this "presenting vacuum," your confidence can feel like "Swiss cheese". You worry that appearing unprofessional will leave you "one click away from oblivion" amidst a global tsunami of digital content. **The Guide:**

**A Specialist Mentor** You don't need a "sausage factory" approach; you need a specialist. Dr. Christiaan (Chris) Willems who serves as your guide, bringing 25 years of expertise in stage, screen, and award-winning television to your professional world. He understands that presenting to-camera is a "different job" that requires a learned and refined skill set.

### **How does your brand help?**

**The Plan:** The CCC Mastery Program™ Our plan is the trademarked CCC Mastery Program™. We use The Stylised Version of You® to ensure you remain fundamentally yourself while projecting the authority your role demands. We teach you to use nerves as the "batteries of performance" and turn the camera from an enemy into your "best friend".

### **What does life look like after success?**

**The Transformation:** The Micro Media Mogul. The result is a "quantum leap forward". You move from loathing presenting to loving it, appearing Comfortable, Confident, and Credible. By mastering your "visual vocabulary," you become a Micro Media Mogul, possessing a global distribution network 'in your pocket' - to take your unique message to the world.

## **8. BRAND PERSONALITY & VOICE**

(HOW YOU SOUND AND SHOW UP)

### **Brand personality traits.**

**Empathetic Specialist:** The brand acknowledges that presenting is "foreign and intimidating". It acts as a guide that understands the "human race" experience of performance anxiety.

**Creative Authority:** The personality is grounded in high-level credentials (FHEA, FIML, DCI) and elite experience, but uses this "specialised expertise" to simplify, not complicate.

**Transformative Mentor:** The brand is a catalyst for change, moving clients from 'loathing' to 'loving' their role as the 'face' of their business.

**Ethical & Transparent:** 'Engagement + empowerment + ethics', the brand prioritises honesty and integrity.

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

**Be Authoritative yet Accessible:** Use your credentials to establish immediate trust, but speak in 'conversational, bite-sized chunks' that value the client's time.

**Focus on 'Human' Communication:** In a world of 'technologically enabled' work, always emphasise the ability to 'connect, communicate, and build relationships'.

**Use "Straight-Talk" Urgency:** Don't sugarcoat the digital reality. Use direct language like "You no longer have a choice" or "You are one click away from oblivion" to motivate action.

**Personalise the Narrative:** Avoid generic advice. Use the phrase 'The Stylised Version of You®' to reinforce that the goal is to remain 'fundamentally YOU' rather than someone that you're not.

**An 'Anti-Waffling' Approach:** Practice what you preach by being concise and structured, serving as a 'safety net' for the client's message.

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

#### **MENTOR**

This word captures the heart of the brand. It bridges the gap between the specialist authority (the "Doctor of Creative Industries") and the supportive coach (the one who helps you "get over yourself"). It signifies a trusted, bespoke partnership that transforms a leader's most powerful tool—their Human communication—into a global media network

## 9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



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

Brand Colours: Red; Black; White

Primary Crimson Red

#B30000



Deep Red Accent

#8E0000



Pure Black

#000000



Charcoal Grey

#1F1F1F



Light Grey Background

#E9E9E9



White

#FFFFFF



Lens Blue Highlight

#1EA7E1



Fonts / typography.

Arial

Visual preferences.

Clean, uncluttered

## 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

Do you have full website access or not?

Yes       No

## 11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

**Current channels in use.**

LinkedIn (Authority Engine): Your primary platform for organic growth. Your "One-Minute Micro-Masterclasses" establish the "Know, Like, and Trust" factor essential for premium coaching.

Owned Media (The Conversion Hub): Your website acts as the final destination, capturing leads via the "Going Digital" report and the "Struggling CEO" guide.

Strategic Referral Networks: Leveraging your status as a Mentor for Growth (M4G) and Fellow of FIML/FHEA to access warm, C-Suite leads in South East Queensland.

**Channels you want to use next.**

Segmented Email Funnels: A dedicated nurture sequence to move \$297 Micro-Program participants toward the \$2,997 Mentor tier and the \$9,997 Mastery investment.

Interactive Webinars: Using the 20-minute webinar format to provide "truly constructivist learning environments" where prospects experience your bespoke coaching live.

Strategic Focus: Where to Spend Your Time

**Paid vs organic mix (if any).**

To support a \$9,997 premium offer, focus 80% of your resources on:

LinkedIn Executive Positioning: Continue the Micro-Masterclasses, but shift messaging to emphasize the "Micro Media Mogul" outcome—positioning video as a global distribution network that justifies the \$10k investment.

High-Friction to Low-Friction Entry: Use the Video Review as a diagnostic "tripwire". This allows skeptical leaders who "hate the camera" to receive personalized feedback before committing to the full Mentor or Mastery programs.

Growth Maxim: Avoid low-intent platforms like TikTok. Your audience—CEOs and Directors—values "bespoke, hands-on coaching" and "long-term partnerships". Focus on deep engagement where professional credibility is highest.

## 12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

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

### 1. Brand Identity & Visuals

Ready (Immediate): Registered trademarks for The Stylised Version of You® and CCC Mastery Program™.

Needs Update: High-resolution logos for the parent brand, ArtsMedia Consultants.

Create from Scratch: Distinct visual identifiers for the CCC Micro (\$297) and CCC Mentor (\$2,997) - DONE - refer attached files.

### 2. Video Library

Ready: 15+ One-Minute Micro-Masterclasses (Aesthetics, Framing, Cutaways) and the CCC Webinar Video.

Needs Update: A refreshed 20-second self-introduction for 2026 that models current production standards.

Create from Scratch: "Transformation" videos documenting the journey from "loathing" to "loving" the camera.

### 3. Social Proof & Authority

Ready: High-profile testimonials from Larry Emdur (Channel 7), Julie M., and Senior Political Leaders.

Needs Update: Converting LinkedIn recommendations into branded graphic tiles for the \$9,997 tier.

Create from Scratch: ROI-focused case studies for SMEs and educators, demonstrating the "quantum leap forward" in professional credibility.

### 4. Written & Educational Content

Ready: "Going Digital?" report, "MicroBook" manuscript, and CCC Module Workbooks.

Needs Update: The LinkedIn Newsletter template (currently in draft "Issue 00?").

Create from Scratch: Automated email nurture sequences to move leads from the \$297 Micro program into the \$2,997 Mentor and \$9,997 Mastery programs.

### 5. Technical Marketing Assets

Ready: 12 Batches of "HoneyPot" social tiles with QR codes.

Needs Update: SEO Keyword Lists optimized for 2026 executive search trends (e.g., "on-camera leadership," "virtual credibility").

Create from Scratch: Branded LinkedIn Banners reflecting the "Mentor" and "Mogul" authority levels.

## 13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

### Core topics you want to be known for.

ArtsMedia SEO strategy bridges the gap between executive "camera loathing" and professional credibility. The focus moves from solving immediate "panic" to building a "Global Media Network".

Pillar 1: Overcoming Camera Loathing (\$297 Tier)

Focus: Capturing leaders who "hate" the camera and feel intimidated by the "piece of glass".

Primary Keywords: "How to look professional on Zoom," "on-camera confidence for executives," "camera shy CEO," "leadership communication training".

Long-tail Hooks: "Stop loathing the camera," "how to not look like an amateur on video," "one click away from oblivion".

Pillar 2: Executive Presence & Branding (\$2,997 Tier)

Focus: Transitioning from technical basics to personal authority through The Stylised Version of You®.

Primary Keywords: "Executive video coaching," "bespoke presentation skills," "non-verbal communication expert," "professional credibility on camera".

Niche Phrases: "Visual vocabulary for business," "presenting OnStage OnScreen OnLine," "Comfortable Confident Credible".

Pillar 3: Global Authority & Strategic Growth (\$9,997 Tier)

Focus: Positioning the leader as a Micro Media Mogul with a global distribution network.

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

Primary Keywords: "Leadership presence training," "global media network for business leaders," "high-end communication consultancy," "Micro Media Mogul model".

Outcome Focus: "Taking your business message to the world," "quantum leap in leadership communication," "personification of your organisation".

Content Implementation

The "HoneyPot" Method: Use One-Minute Micro-Masterclasses on LinkedIn to target specific technical searches (e.g., "lighting for business video," "using a teleprompter") as entry points into the funnel.

The Diagnostic Entry: Optimise for "business video review" to capture warm leads seeking immediate assessment of their professional reputation.

## 14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

To support revised pricing tiers—CCC Micro (\$297), CCC Mentor (\$2,997), and CCC Mastery (\$9,997)—this revised strategy focuses on converting "camera loathing" into premium professional authority.

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

### 1. Goal: High-Ticket Authority Scaling

Position the CCC Mastery Program (\$9,997) as the definitive solution for leaders who are the "personification" of their organisation.

Metric: Secure 3–5 new Mastery enrolments per quarter through high-intent "Book a Chat" consultations.

Outcome: Maintain a 100% success rate for participants achieving the three mandatory outcomes: the 20-min Live Presentation, 20-sec Promotional Video, and 20-min Webinar.

### 2. Goal: Funnel Velocity & Lead Nurture

Leverage the CCC Micro (\$297) and Mentor (\$2,997) tiers to bridge the gap for leaders who are "crippled by fear" but recognise they "no longer have a choice" regarding video.

Metric: Achieve a 15% conversion rate from "Going Digital" report downloads into the CCC Micro Program.

Metric: Consistent monthly growth of the CCC Community as a pipeline for the Mentor tier.

### 3. Goal: Strategic "Visual Vocabulary" Ownership

Use One-Minute Micro-Masterclasses to establish Dr Chris as the specialized authority in non-verbal and on-camera business communication.

Metric: Average 2,000+ targeted LinkedIn views per weekly masterclass from C-suite and Director-level profiles.

The Key Obstacle: The "Camera Loathing" Barrier

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

The biggest constraint is the psychological resistance to the "intimidating piece of glass".

Marketing must address the 20% who "HATE talking to camera" by reframing nerves as the "batteries of performance". By focusing on The Stylised Version of You®, we move the hero from fear to being Comfortable, Confident, and Credible.

## 15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Current Budget spend = \$0

Projected Budget spend = initially up to \$500/month. Increases commensurate with generated income.

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

### 1. Chain of Command & Sign-Off

**Final Approval:** As the Director and lead specialist, Dr. Christiaan Willems holds final sign-off on all strategic marketing, high-value expenditures, and brand voice.

**Creative Oversight:** Chris Wood-Willems (MDes) provides expert oversight for all visual communication, ensuring that design assets align with the brand's aesthetic standards.

**Technical Implementation:** Agencies may proceed with SEO and tracking once the overarching infrastructure snapshot is approved by the Director [Snapshot concept].

### 2. Financial Parameters

**High-Ticket Prioritisation:** Resources are focused on the \$9,997 CCC Mastery Program, targeting high-intent C-suite leads who value bespoke, expert-led coaching over generic solutions. The "Micro Media Mogul" Efficiency: Marketing operations must leverage high-quality smartphone technology and external microphones to maintain professional standards without "Hollywood" overhead. **Asset Reusability:** Budget is allocated to creating reusable templates and masterclasses that can be readily updated, ensuring long-term ROI on all creative material.

## 16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

**Do you have permission to use testimonials/photos?**

All testimonials currently published on the This AI Now website were provided voluntarily by named business owners and are displayed alongside their company names and registration numbers, indicating clear consent. These testimonials are approved for use across website, social media and paid advertising. Any new testimonials or case study content will be confirmed in writing with clients before use in campaigns. No third-party photography requiring model releases is currently in use, the website relies on stock imagery and AI-generated visuals which carry appropriate commercial licences.

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

As an AI consultancy operating in the UK, This AI Now must ensure all marketing claims are accurate, substantiated and compliant with ASA and CAP guidelines. Performance claims such as time saved or productivity gains must be grounded in real client outcomes and not presented as guaranteed results for all customers. The money-back guarantee featured in pricing must be honoured as stated and its terms clearly defined to avoid consumer protection issues. Data handling and AI output disclaimers should be considered as the business scales, particularly for any healthcare or financial sector clients where regulated advice boundaries apply. GDPR compliance for email outreach and lead capture is in place and must be maintained as campaigns grow.

