

buntu.
connection with intention

Marketing Passport®

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

Foundations » Strategy » Execution Readiness



GNR MEDIA
GROWTH AND REVENUE

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CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Greg Smith		
Website Address:	buntu.com.au/amplify-you/		
Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Greg Smith
Phone Number:	0429 872 386	Country:	Australia
		Email Address:	greg@buntu.com.au

Which industry best describes your primary business?

Marketing services and contemporary human-to-human business development for professional and service-based businesses.

How does your business primarily operate?

Hybrid delivery, combining online strategy and communication with in-person and personalised outreach activities for clients.

Where do you currently serve customers?

Primarily Australia-wide with a focus on serving professional and service businesses that can engage remotely and through in-person activations.

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

Home-office and client-facing work based from the Gold Coast, Queensland.

Which location matters most for your growth right now?

Australia, with particular emphasis on growth in Queensland and major east-coast centres (Gold Coast, Brisbane, Sydney, Melbourne)

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

To help small and mid-sized B2B service businesses grow faster by using LinkedIn to spark real, human-to-human conversations that lead to faster-growing businesses. We do this by optimising their profiles, shaping their marketing strategy with a focus on LinkedIn, creating and delivering educative content, and designing easy to promote, one-to-many webinar campaigns that access the 'human' and relational aspects of business promotion.

Vision (what success looks like in the future?)

To be recognised as the go-to human-to-human connection brand in the Australian marketplace. buntu. means 'people'), guided by the spirit of Ubuntu—"I am because we are" Every strategy, campaign, and conversation we design aims to honour people first, use technology wisely, and build relationships where everyone can grow.

Core values (3–5 guiding principles)

1. Humanity first
2. Connection with intention
3. Integrity in action
4. Playfulness and optimism
5. Practicality and results
6. Collaboration and shared growth

We see ourselves as partners, not vendors; we work alongside our clients as an extension of their team.

We believe everyone grows faster when we share what we know, lift each other up, and create spaces where both sides can learn and benefit.

For headers and marketing...

Mission (short): "We help B2B service businesses grow faster by turning LinkedIn into a vehicle for authentic, human-to-human conversations."

Vision (short): "To be the go-to human-to-human connection brand for B2B services in Australia, especially in allied health and NDIS."

Tagline / support line: "Human to human connection and communication specialists for business in the age of AI."

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

buntu. helps B2B service businesses grow faster through LinkedIn by improving how they show up, what they say, and who they connect with.

Amplify YOU (Flagship)

Blended done-with-you and done-for-you LinkedIn program for time-poor founders and consultants.

1. Optimise your profile so AI and humans clearly understand who they are.
2. Build content, connection, and one-to-many (events/webinars) strategy.
3. Provide coaching plus hands-on implementation.
4. Do the work in the back ground for clients

Outcomes: the results your customers get.

Higher SSI scores, more profile views and inbound requests, more qualified conversations, stronger “go-to” positioning in their industry.

Pricing: how you package or charge for your work.

LinkedIn Next (Membership)

Low-cost LinkedIn support community.

60 dollars per month.

Ongoing strategy and content guidance.

Accountability and encouragement to stay active.

Outcomes: steady visibility, confidence, and better LinkedIn habits over time.

1:1 LinkedIn Coaching

Personal coaching to sharpen profile, content, and connection strategy.

600 to 5,500 dollars depending on depth and access to senior trainers.

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

Clear, practical LinkedIn plan tailored to the client.

Done-for-You LinkedIn Support

For entrepreneurs who want results without doing all the work.

Support with connections, content, and event setup.

Consistent presence and faster execution.

Corporate Training & Workshops

LinkedIn and human-to-human communication training for teams.

Practical understanding of LinkedIn in the age of AI.

Shared approach to visibility and business development.

Main revenue driver: AmplifyU, positioned as the lead offer for clients wanting both strategy and execution

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

Founders, owners, and CEOs of B2B service businesses, including allied health businesses, who do not have an in-house marketing team but want to show up professionally and consistently on LinkedIn. They are typically businesses with around 5–20 staff who sell B2B services and want their personal story, personality, and expertise reflected clearly on both their own LinkedIn profile and those of their key salespeople.

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

- Founders and CEOs of B2B service businesses
- Allied health business owners
- Small-to-medium B2B businesses with 5–20 staff
- Sales-led businesses wanting stronger LinkedIn visibility
- Leadership teams and key salespeople needing profile optimisation and content support

Customer Problems: the challenges they face.

- They do not understand how LinkedIn works as a marketing and relationship-building platform.
- Their profiles are under-optimised and fail to communicate credibility or personality.
- Their content and outreach efforts feel salesy, awkward, or ineffective.
- They feel overwhelmed by LinkedIn's complexity and afraid of being invisible online.
- They are time-poor and do not have an internal marketing team to manage LinkedIn properly.
- Many mistakenly believe AI alone can replace strategy, human insight, and relationship-building.
- They struggle to consistently generate qualified conversations and meetings through LinkedIn.

Why do customers choose you?

Clients choose you because you focus on genuine human-to-human relationship-building rather than spammy tactics or aggressive selling. You combine done-with-you and done-for-you support to help busy business owners grow faster while still staying authentic. You optimise not only the leader's LinkedIn profile but also the profiles of their sales team so the business presents a consistent, professional brand online. You act as a trusted guide and "human Sherpa," helping clients navigate LinkedIn strategically while filtering out businesses that are not ready to invest time, effort, or budget into meaningful growth.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

buntu. competitors are LinkedIn providers who help businesses use LinkedIn for visibility, authority, and lead generation. This includes high-end firms like Prominence Global, who focus on fully done-for-you services for larger clients and charge significantly more, plus other LinkedIn trainers and agencies in Australia. You speak about them politely and respectfully, acknowledging that many are very good operators.

Indirect Competitors: alternatives your customers might choose instead.

Your indirect competitors include:

General marketing and digital agencies that “also do LinkedIn” as one of many channels.

DIY approaches (founders trying to figure LinkedIn out alone).

AI tools and automation platforms that claim to “do LinkedIn for you.”

These often treat LinkedIn as a generic channel or something that can be automated, rather than a relationship platform.

What sets buntu. apart

There is effectively no one else in Australia doing exactly what you do: a blend of human-to-human communication expertise, LinkedIn strategy, and done-with-you plus done-for-you support, especially for founders, CEOs, and allied health/NDIS providers.

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

Human-to-human first – You design profiles, content, and connection flows around real relationships, not selling

AI-aware strategy – You help clients show up for both humans and algorithms, including how their LinkedIn profile shapes what AI engines say about them.

Blended delivery – You combine deep guidance and coaching with practical implementation, ideal for time-poor founders.

Empathetic expertise – Clients highlight Steve Dart’s deep LinkedIn knowledge, empathy, and generosity with sharing, which helps them get real results.

You are not the best fit for large corporates wanting a fully outsourced, high-volume DFY LinkedIn program, or for people expecting AI-only, hands-off lead gen with no personal involvement.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

buntu. helps B2B business owners use LinkedIn as a human-to-human business connection tool so they can grow faster through meaningful relationships, not spammy marketing tactics.

Short pitch / 7-second explanation.

“buntu. helps you use LinkedIn as a human-to-human business connection tool so you can grow your business faster with relationships that actually matter.”

Hooks/Taglines: memorable lines that spark interest.

- “LinkedIn, done human.”
- “Stop spamming LinkedIn. Start having conversations.”
- “Connection with intention in the age of AI.”
- “Your LinkedIn profile shouldn’t be a ghost.”
- “Grow your business, not just your network.”

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

- Human, plain-spoken, and conversational
- Slightly provocative but kind
- Focused on “connection with intention” and authentic human communication
- Empathetic, generous, and educational
- Strategic but easy to understand
- AI-aware but human-led – recognising that while AI and algorithms matter, humans are still the decision-makers
- Credible and relationship-driven rather than hype-driven or overly corporate

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

Tom is the CEO of an accounting firm with a small sales team. Like many B2B service business leaders, he knows LinkedIn is supposed to matter, but he feels overwhelmed by it. He is time-poor, focused on running the business, and wants LinkedIn to become a genuine channel to market without turning into another draining social media task. He wants both himself and his sales team to show up professionally and consistently online, but without sounding robotic, salesy, or fake.

What are they struggling with?

Tom and his team struggle with inconsistency on LinkedIn. Their connection requests, content, and follow-up efforts feel awkward or overly sales-focused. They still treat LinkedIn like a digital CV instead of a conversation and relationship-building platform. They do not fully understand how LinkedIn works, what to post, who to connect with, or how to turn activity into meaningful business outcomes.

Like many business leaders, Tom hopes AI or automation tools will “just do it” for him, but the reality is that without a clear strategy and human guidance, the platform feels noisy, confusing, and easy to ignore. He wants results, but he does not have the time or internal expertise to build and maintain a LinkedIn system on his own.

How does your brand help?

buntu. acts as the guide that helps Tom and his team make LinkedIn finally make sense. Instead of pushing spammy tactics or vanity metrics, buntu. helps them use LinkedIn as a human-to-human business connection tool focused on real relationships and intentional communication.

buntu. works alongside the CEO and sales team to:

- Clarify who they want to reach and what they want to be known for
- Optimise LinkedIn profiles so they reflect the true story and value of the business
- Create practical systems for connection requests, content, and follow-up that feel natural and consistent
- Show the team how LinkedIn supports their broader sales and marketing strategy
- Generate more qualified sales conversations and meetings with the right people

Through programs like AmplifyU and LinkedIn Next, buntu. combines coaching, training, and done-for-you support so the strategy is not just understood — it is actually implemented and sustained.

What does life look like after success?

By the end of the journey, Tom and his team feel clear, confident, and knowledgeable about how to use LinkedIn effectively. Instead of confusion and inconsistency, they now have a repeatable LinkedIn system that feels authentic, practical, and aligned with the business.

Their profiles communicate credibility and personality. Their outreach feels human rather than pushy. They are having more meaningful conversations with the right people and booking more qualified sales meetings. LinkedIn is no longer an obligation or mystery — it becomes a channel to market that genuinely supports business growth.

Most importantly, the transformation belongs to the CEO and their team. They become the heroes of the story, while buntu. remains the trusted guide that helped them create “connection with intention” in the age of AI.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

buntu. as a person:

Warm – People feel welcomed and at ease quickly.

Personable – Down to earth, conversational, easy to talk to.

Cheeky – Lightly playful, with gentle humour about bad LinkedIn habits.

Wise – Deeply knowledgeable and thoughtful; advice feels grounded, not faddish.

Calm & steady – Unflappable and measured, focused on sustainable systems, not quick hacks.

You come across as a trusted friend who knows a lot about LinkedIn and genuinely has your best interests at heart.

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

We are

Guides, not coaches. Use “guide”, “trainer”, “partner”, “Sherpa”, “trusted friend”—never “coach” or “coaching”.

Knowledgeable and helpful. You share expertise generously and make the complex simple.

Empathetic listeners. You acknowledge “I don't have time; I don't understand LinkedIn” before offering solutions.

Plain-spoken and human. Short sentences, simple language, and a spoken feel.

Light but serious about the work. The stakes are real, but the tone is never heavy.

We are not

Not corporate or jargon-heavy. Avoid buzzwords and “consultant-speak”.

Not salesy or hypey. No “crush it”, “10x overnight”, or pushy promises.

Not sarcastic or snarky. Cheeky, yes; mean-spirited, never.

Not full of our own importance. Respectful of other operators; ego stays out.

Not overly serious. LinkedIn should feel manageable, even enjoyable.

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

Human.

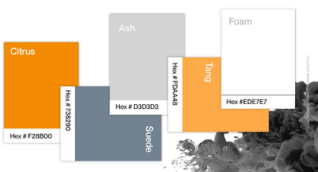
Everything—warmth, cheekiness, wisdom, calm guidance—is in service of helping real humans connect with real humans, even in the age of AI

9. BRAND STYLE GUIDE (HOW YOU LOOK?)

Logo [upload].



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



Fonts / typography.

Neue Montreal light.
Neue Montreal light italic.
Neue Montreal regular.
Neue Montreal regular italic.
Neue Montreal medium.
Neue Montreal medium italic.
Neue Montreal bold. ▶
Neue Montreal bold italic. ▶

Visual preferences.

The brand uses custom imagery to represent connection with good intention, moments of surprise and delight, storytelling with humor, and the importance of communication with bespoke and collaborative images.

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 Rippa Web Solutions

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

LinkedIn (organic)
My personal profile
buntu. company page
Steve Dart's profile

Channels you want to use next.

Given capacity and personal distractions, the goal is depth, not breadth:
Double down on LinkedIn + Founders Edge + MyMostTrusted
Treat these as your three primary "pipes":
LinkedIn profiles (you + Steve) as the front door.
Founders Edge as your warm stage (talks, training, introductions).
MyMostTrusted as your LinkedIn optimisation lab and referral engine.
Systematised webinars / LinkedIn Events

Paid vs organic mix (if any).

No paid ads
No LinkedIn, Meta, or Google Ads.
No cold email at scale; no interest in that pattern right now.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

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

Logo: buntu. logo files exist in your archives; formats to be confirmed (PNG/SVG/EPS).

Brand guidelines: PDF brand guide already created and uploaded (colours, typography, logo usage).

Photos

Headshots:

Greg – available.

Steve – available.

No other team headshots needed for now.

Status: Ready for website, speaker pages, LinkedIn, decks.

Video & audio

Archived webinar recordings.

Past interviews and short clips that can be reused once located (e.g. YouTube, LinkedIn).

Status: Available but needs curation (identify best clips for site, landing pages, and social proof).

Social proof

Written testimonials: “Endless” supply, especially on Steve’s LinkedIn profile and other channels.

Case studies: In written form and embedded in testimonials/stories.

Status: Rich source of copy; needs selection and formatting into 3–5 core case studies + short testimonial snippets.

Written content

Website copy: Current site live (about, services, etc.).

Bios: For Greg and Steve.

Workshop / event descriptions: From past sessions (good raw material for sales pages and landing copy).

No capability statements yet.

Status: Use existing copy as raw material; refresh for new positioning before reusing.

Design files

No standalone design source files beyond the uploaded brand guidelines PDF.

Status: Agencies should plan to recreate layouts in their own tools, using your guidelines as the visual source of truth.

Permissions

No NDAs or restrictions on using testimonials, case studies, or visual assets (within normal professional respect).

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Topic 1: LinkedIn help for B2B founders

Topic 2: LinkedIn as a sales / lead gen tool

Topic 3: LinkedIn profile optimisation for growth

Topic 4: Human-to-human LinkedIn

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

“LinkedIn help for business owners”	Supporting phrases
“LinkedIn for B2B”	“make LinkedIn profile a sales tool”
“LinkedIn training”	“update my LinkedIn profile for business”
Support phrases	“non spammy LinkedIn lead generation”
“I don’t understand LinkedIn”	“human LinkedIn marketing”
“how to use LinkedIn for business”	“LinkedIn lead generation without spam”
“LinkedIn support for founders”	Supporting phrases
“use LinkedIn as a sales tool”	“relationship based LinkedIn marketing”
“LinkedIn for sales”	“LinkedIn outreach that isn’t salesy”
“LinkedIn lead generation”	AI & LinkedIn
Supporting phrases	“can I use AI for LinkedIn”
“get more meetings from LinkedIn”	“AI for LinkedIn profile”
“LinkedIn for business growth”	“AI vs human on LinkedIn”
“LinkedIn for sales teams”	These let you talk about “we are who the AI engines say we are” in SEO-friendly language.
“LinkedIn profile optimisation for business”	Geographic focus
“optimise LinkedIn profile for leads”	“For business owners in Australia and New Zealand”
“LinkedIn profile help”	

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

Grow buntu.’s three core offers over the next 12 months through focused LinkedIn sales activity and partnerships, while keeping marketing sustainable within a realistic three-hour-per-week effort.

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

- Sell 15 Amplify YOU programs at \$5,500
- Enrol 20 participants into LinkedIn for Entrepreneurs at \$1,500
- Grow LinkedIn Next to 50 active members
- Generate more qualified leads, conversations, and sales through LinkedIn
- Build recurring revenue through memberships and support services

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

Limited time and capacity. Growth needs to stay focused, simple, and sustainable without relying on spammy marketing, overly complex systems, or constant content creation.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Approximate marketing budget: Up to \$1,000 per month over the next 6–12 months.

Primary uses of budget:

Active subscriptions (core tools you already rely on, e.g. Zoho, webinar/meeting tools, scheduling tools).

Occasional spend on social media marketing outside LinkedIn (e.g. light promotion or support activity, not heavy ad buys).

What you are not planning to spend on right now:

No significant paid advertising campaigns (LinkedIn Ads, Meta Ads, Google Ads) in the short term.

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

No large retainers for agencies; any external help would likely be small, focused engagements.

This means your growth strategy is primarily organic and relationship-led, with a modest budget for tools and light promotion, not big media or agency spend

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

You have permission from clients to use their names and testimonials publicly.

No additional health/clinical advertising rules apply because your buntu. work is not providing regulated health services or clinical outcomes; it is business/LinkedIn focused.

Content type:

Testimonials and case studies focus on business outcomes (LinkedIn, sales, growth), not clinical results.

Live testimonials on Steve's LinkedIn profile are considered consent for use in that context.

Risk level: Low, provided claims remain honest, not misleading, and aligned with Australian Consumer Law (no exaggerated promises or guarantees).

Photos & video

Ownership:

You own the rights to the photos you will provide (e.g. Greg and Steve's headshots and speaking photos).

There are no client images or videos in your current marketing assets.

Risk level: Low—standard use in web, social, and decks is safe.

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

Platforms & advertising

Channels:

Strategy is organic-first: LinkedIn, webinars, networking, channel partners.

No current plans for LinkedIn Ads or other paid media, though this may be revisited later.

Implication: Most LinkedIn ad policy issues (e.g. restricted content, ad rejections) are not relevant right now, but if you ever move into paid, copy should remain truthful, business-focused, and non-discriminatory.

Compliance process

Final compliance check:

Greg performs the final review on any testimonial, case study, or major marketing asset before it goes live.

Exception: real-time LinkedIn recommendations for Steve, which stay in-platform.

This gives agencies a simple rule: if they draft or repurpose testimonials, case studies, or claims, they route them to Greg for a quick compliance pass before publishing.

