



myBusinessTeam

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:	Andrew Smith		
Website Address:	mybusinesssteam.com.au/		
Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Andrew Smith
		Country:	Australia
Phone Number:	0423 967 929	Email Address:	andrew@mybusinesssteam.com.au

Which industry best describes your primary business?

myBusinessTeam operates in professional services — specifically business advisory and mentoring. We run monthly face-to-face peer advisory boards for owners and leaders of established, medium-sized businesses, focused on Growth, Accountability and Action. mybusinesssteam

How does your business primarily operate?

Primarily in-person and membership-based. Members attend eleven monthly full-day meetings, supported by fortnightly accountability catch-ups over Zoom. So it's a hybrid model anchored in regular face-to-face sessions, with online support in between. mybusinesssteam

Where do you currently serve customers?

Australia-wide, with active boards concentrated on the eastern seaboard — Sydney, Melbourne, Brisbane and Northern NSW. mybusinesssteam

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

No shopfront, warehouse or retail premises. Boards run at meeting venues in each city, and the business is anchored in Sydney where the founder is based. Effectively N/A for a fixed customer-facing location.

Which location matters most for your growth right now?

The strongest near-term play is deepening the eastern-state markets we already serve. Melbourne, Brisbane and Sydney

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

We help owners of established businesses build better businesses — together. Through monthly peer advisory boards, we turn honest conversation into accountability, practical action and real, sustainable growth.

Short form for tight spaces: Helping business owners build better businesses, together.

Vision (what success looks like in the future?)

A future where thousands of business owners no longer go it alone — each one growing a stronger, more sustainable business with a trusted team of peers behind them.

Short form: Thousands of business owners thriving, never alone.

Core values (3–5 guiding principles)

Accountability — We hold each other to what we say we'll do. Real progress comes from being answerable to a team that has your back.

Action over theory — Every session ends with practical takeaways you can use the next day, not ideas that gather dust.

Honest and direct — We tell each other the truth, even when it's hard. Straight talk is how businesses get unstuck.

Members first — Our members' wellbeing and growth drive everything we do. When they thrive, so do we.

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

1. Peer Advisory Board Membership (flagship & main revenue driver).
2. Introductory Board Day (entry point)
3. 1:1 Mentoring & Coaching (complementary support)
4. Strategic Planning & Workshops (structured planning sessions).

Outcomes: the results your customers get.

Peer Advisory Board Membership: real, sustainable growth, clearer decisions, practical action items, accountability, and peer support.

Introductory Board Day: a risk-free way to experience the value firsthand and determine fit.

1:1 Mentoring & Coaching: tailored, one-on-one momentum on leadership and strategic challenges.

Strategic Planning & Workshops: clarity, alignment, and a practical plan the whole team can execute.

Pricing: how you package or charge for your work.

The core membership operates on a monthly subscription. The Introductory Board Day is a paid, low-commitment trial, while mentoring and workshops are offered as complementary engagements around the membership.

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

Peer Advisory Board Membership — the flagship offer, primary revenue driver, and core of the brand. The Introductory Board Day feeds into membership, while mentoring and workshops deepen member engagement.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

The owner of an established small-to-medium business (roughly 10–100 staff) who is serious about growth and personally carries the weight of the business. They've built something real, they're past the survival stage, but they're feeling the limits of leading alone. They value honesty over hand-holding and want a room of people who genuinely understand the pressures they live with.

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

Within that profile, two clear types stand out. First, established SME owners — leaders of stable, growing businesses looking for a sounding board and accountability to push to the next level. Second, family business leaders — owners navigating the added complexity of running a business where personal relationships, succession and legacy are tangled up with commercial decisions, and who especially need a neutral, trusted outside perspective.

Customer Problems: the challenges they face.

Above all, they feel overwhelmed and stuck. The business is noisy, the issues feel insurmountable, and too much of it lives "all in their head." They lack a clear path forward and have no peer group of equals to pressure-test decisions or hold them to account — so momentum stalls and the load stays heavy.

Why do customers choose you?

The number-one reason is the collective wisdom of the group. It's not one coach's opinion — it's a team of experienced owners and leaders who've faced the same problems, sharing hard-won perspective and sense-checking ideas together. That collective experience, combined with genuine accountability, is something a solo coach or going it alone simply can't replicate.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Business coaches are who you most directly come up against — one-on-one coaches and mentors who promise to help owners get unstuck and grow. They occupy the same "I need outside help with my business" space in a prospect's mind. The catch is that a coach offers a single person's perspective, charged by the hour or retainer, with no peer group and limited real-world ownership experience behind the advice.

Indirect Competitors: alternatives your customers might choose instead.

The biggest indirect competitor isn't a company at all — it's the status quo: doing nothing and going it alone. Most prospects don't choose a rival over you; they delay, stay heads-down, and keep carrying the load themselves. Beyond that sit the adjacent options a prospect could weigh: other advisory-board networks (Vistage, TAB), EOS and framework implementers, and high-end peer networks (EO, YPO). These compete for the same budget and headspace even when they're not a like-for-like match.

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

Face-to-face, owner-led peer boards. Where a coach gives one viewpoint, MBT puts a leader in a room of experienced owners who've faced the same problems — the collective wisdom of the group, delivered in person, with genuine accountability between sessions. It's not advice about running a business from the sidelines; it's perspective from people who've actually done it, holding each other to account. That combination of real owners + in-person depth + accountability is something neither a solo coach nor going alone can replicate.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

For owners of established small and family businesses who feel overwhelmed and stuck, myBusinessTeam is a face-to-face peer advisory board where experienced business owners share hard-won wisdom and hold each other to account — so you stop carrying it all alone and start growing again. Unlike a coach with one opinion or going it alone, MBT puts a whole room of people who've been there in your corner.

Short pitch / 7-second explanation.

"You know how running a business can feel lonely — like it's all on you? We put business owners in a room with other owners who get it. They share what's actually worked, and they keep you honest. People grow because they've finally got a team behind them."

Hooks/Taglines: memorable lines that spark interest.

- Running your business shouldn't feel this lonely.
- One coach gives you an opinion. A room of owners gives you the truth.
- It's all in your head. Let's get it out — and get it working for you.
- Business is hard enough. You don't have to do it alone.
- A team of people who've been exactly where you are.
- Stop being the only one in the room who has to have the answers.
- Existing line, still strong: Business Built Better Together.

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

- MBT sounds like a straight-talking peer, not a polished consultant. Plain-spoken and jargon-free — say "stuck," not "suboptimal performance." Conversational and mate-to-mate, the way one business owner talks to another over a coffee. Warm but honest: we'll back you and tell you the truth. Above all, every line should land as these people understand what I'm going through.
- Do: short sentences, real words, "you" and "we," the occasional bit of dry honesty. Don't: corporate buzzwords, hype, big promises, talking down to people.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

Business owners who started their businesses with a vision but have become overwhelmed by the day-to-day demands of running them. They're carrying the responsibility, making all the decisions, and trying to grow their business without a trusted peer group around them.

What are they struggling with?

Feeling isolated in leadership, stuck in the daily grind, constantly firefighting, struggling to find time for strategic thinking, and carrying the pressure of every decision alone. They worry their business may never reach its full potential if things continue the same way.

How does your brand help?

myBusinessTeam brings business owners together in peer advisory boards where they gain honest feedback, practical advice, accountability, and proven perspectives from other experienced business leaders. The brand provides the support, challenge, and clarity that owners can't get when they're working in isolation.

What does life look like after success?

They no longer carry the burden alone. Decision-making becomes clearer, growth becomes more consistent, accountability turns plans into action, and they gain confidence that their business is moving toward its full potential. Instead of wondering "what could have been," they're actively building the business they envisioned.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Seasoned — we've actually built, scaled and led real businesses. The advice carries the weight of having done it, not just read about it.

Straight — we say the real thing, plainly. No softening, no spin. If something's not working, you'll hear it.

Grounded — no hype, no buzzwords, no big shiny promises. Just honest perspective and practical next steps.

A peer, not a preacher — we sit at the table, not above it. We share what worked for us; we don't lecture. You make the call.

Warm but firm — we've got your back and we'll hold you to account. Both, always.

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

Do speak like one experienced owner talking to another — short sentences, real words, plenty of "you" and "we." Be direct: name the problem, then the next move. Lead with empathy ("we've been there too"), then back it with experience. Let dry honesty do the work instead of exclamation marks.

Don't dress things up. No corporate jargon ("synergies," "leverage," "solutions"), no hype or salesy urgency ("act now!"), no lecturing or talking down, and nothing vague or wishy-washy. If a sentence could've come from any consultant's website, rewrite it.

A quick gut-check before anything goes out: Would a real business owner say this out loud to a mate? And does it sound like someone who's earned the right to say it? If yes to both, it's on-voice.

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

Grounded.

It holds the whole personality together — experienced enough to be trusted, real enough to never hype, steady enough to tell the truth. (If you ever want a warmer alternative, Trusted leans into your stated goal of being a trusted network; Straight-up leans harder into the honesty. But my pick is Grounded.)

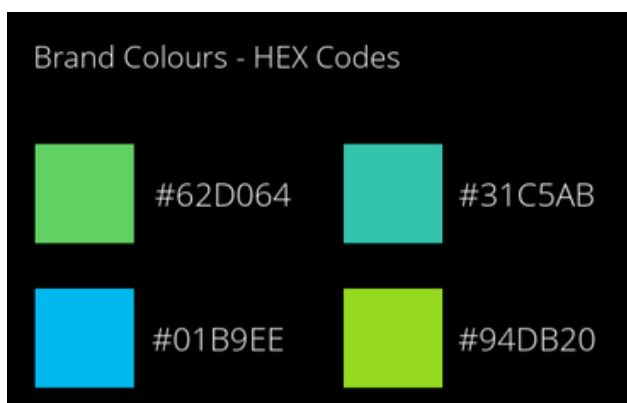
9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



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



Fonts / typography.

Open Sans Light, and justified to the left.

Visual preferences.

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.

Two channels are active, and both are organic. LinkedIn (organic posts) builds visibility and authority, and referrals / word-of-mouth is the strongest source of new members, as the testimonials show ("met me on the recommendation of a mutual friend"). There is no paid spend at this stage.

Channels you want to use next.

First, a formal referral / partner program, turning the number-one source into a system. Second, events and speaking, including intro board days, since the offer sells through live experience and trust. Third, light LinkedIn retargeting using the Insight Tag already installed, but only once organic posting is consistent.

Paid vs organic mix (if any).

The business grows through trust passed between people, not through reach. Every channel decision should answer one question: how do we help a trusted recommendation travel further and faster? Referrals are the engine, LinkedIn is the amplifier, events are the proof. Three things done well beats eight done badly.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

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

Ready To Use Now

Logo files are available in vector format (SVG/EPS/AI), so they scale cleanly for web, print and large format. They live in the Drive "MBT-logo" and "Brand Assets" folders and include the petal graphic and the stacked-dark version. The 2021 Lumapixel brand brief is also usable as-is, covering colours (#62D064, #31C5AB, #01B9EE, #94DB20), Open Sans Light typography, the petal motif and usage rules. Existing video content is ready to hand over, ideally labelled by what each clip shows and how recent it is. Written case studies exist, alongside four named testimonials on the site (Beach Burrito, ClickView, Tim Power, Anytime Maths) that can be quoted immediately. Professional headshots for all five chairs are live, and full website plus Insights blog copy provides a content base.

Must Be Created From Scratch

Fresh photography is the biggest gap. There is no current library of brand or lifestyle imagery showing board meetings, members or candid sessions. This matters because the brand sells the feeling of being in the room with peers, which stock cannot convey. A photo shoot at a real or staged board day should be the first creative commission.

Needs Updating Before Use

Website copy is the priority refresh. Treat current site text as reference, not final, and feed the new Mission, positioning, voice and brand story from this passport into the rewrite. The 2021 brand brief is still valid but worth a light review to confirm colours, fonts and logo treatment remain current before building new templates on it.

Priority Actions

Build one clean handover folder (logos, brief, video, case studies, headshots, clearly labelled) and write a photography brief for the gap. The website copy refresh then becomes its own project, fed by this passport.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Four pillars to build authority around: business coaching and mentoring (the entry language customers use); peer advisory boards (the category to own and educate on); business growth and strategy (the outcome they want); and leadership, accountability and overwhelm (the emotional, problem-aware searches).

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

Entry and high-intent: business coach Sydney, business mentor Melbourne, business coach Brisbane, business mentor for small business, executive business coach. Category and educational: business advisory board, peer advisory board Australia, advisory board vs business coach, CEO peer group. Outcome: how to grow my business, business growth strategy, scaling a small business, strategic planning for business owners. Problem-aware: feeling overwhelmed running a business, lonely running a business, business owner burnout.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

Fill more board seats by signing new members into existing boards and bringing any under-capacity boards to full membership. The focus is on growing revenue through existing capacity rather than expanding into new cities or creating new boards.

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

- New members signed (the primary success metric), along with:
 1. • Leads generated per month
 2. • Intro board days booked
 3. • Intro-day-to-membership conversion rate
 4. • Referrals received
 5. • Monthly recurring revenue (MRR)

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

Not enough qualified leads entering the pipeline. The challenge is a top-of-funnel issue rather than a product, sales, or conversion problem. Without a steady flow of prospective members, board seats remain unfilled.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Roughly \$1,000–\$3,000 per month (approximately \$12k–\$36k per year). This is a lean but real budget: enough for consistent activity, not enough to waste, which suits a focused "don't be everywhere at once" approach. It should be directed at the lead engine — referral systems, LinkedIn organic support, intro-day promotion, and only light paid retargeting once organic is consistent.

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

Andrew Smith (Founder) is the sole decision-maker. There is no board sign-off, partner approval or committee. One person owns the marketing call, giving an agency a single, clear point of contact for a definitive yes or no.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

Note: this is a risk map, not legal advice. For contracts or specific claim wording, confirm with a lawyer familiar with Australian advertising law.

Testimonials & Client Names (Action Needed)

Permission is currently verbal or informal only. This is the main risk. Testimonials name real people and businesses, and using identifiable individuals or brands in advertising without written consent creates legal exposure and can trigger ad-platform rejections (Meta and LinkedIn may require proof of rights). The fix is cheap: get a short written testimonial release from each person confirming you can use their name, business, words and image across marketing channels. Do this before any testimonial appears in a paid ad.

Photos & Headshots (Clear)

Full usage rights are held, so existing imagery can be used freely across web, ads and print. No action needed. When commissioning the new photography flagged earlier, ensure the shoot contract assigns full rights and includes model releases for anyone featured.

Results & Growth Claims (Keep Disciplined)

Only general claims are made, which is the safer path. Under Australian Consumer Law, any claim must be truthful and substantiated, and specific stats are the danger zone. Keep claims general and outcome-focused, and avoid hard percentages, income figures or guarantees unless they can be proven with documented evidence.

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

Platform Tripwires For Agencies

Named people or brands in ads need written releases or risk rejection. Avoid implied earnings or results guarantees, which trigger stricter ad-policy review. Frame transformation language as experience, not guaranteed outcome.

