



# Marketing Passport®

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*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

<b>Full Name:</b>	Gemma Osterloh		
<b>Website Address:</b>	mmtuniverse.com/		
<b>Business Stage: (Idea/ Growing/ Established)</b>	Established	<b>Primary Contact:</b>	Gemma Osterloh
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### Which industry best describes your primary business?

MMT Universe operates as a business networking and referral ecosystem that helps entrepreneurs, business owners, and professionals build trusted connections, generate qualified introductions, and grow their businesses through relationship-based networking.

### How does your business primarily operate?

The business operates entirely online through a web-based platform, browser extension, and digital networking ecosystem. Members connect virtually, build trusted business relationships, request introductions, participate in online networking activities, and access AI-powered matching tools designed to facilitate meaningful business connections and referrals.

### Where do you currently serve customers?

MMT Universe serves entrepreneurs, business owners, and professionals internationally. Its networking and referral ecosystem connects members across multiple countries and regions, enabling global business introductions, strategic partnerships, and cross-border referral opportunities.

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

As a fully online platform, MMT Universe does not rely on a physical storefront or local service area. All services, networking activities, referrals, introductions, and member interactions are delivered digitally through the platform.

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

The primary target market is business professionals, entrepreneurs, consultants, and business owners in the United States, while also supporting an international network of members seeking trusted referrals through a global business community.

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

(WHY YOU EXIST AND WHAT YOU STAND FOR)

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

We help business professionals tap into their personal trusted network and their second degree trusted network to find and foster genuine connections and clients. We believe that the biggest gift you can give someone, is introducing them to someone else they want to meet.

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

To have 100 business networks/people white-labeling our system to create an eco-system of genuine business professionals that can intersect to grow our platform and usage.

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

Human-centered approach to finding referrals by creating genuine connections; No bots, spam or sales pitches; The data belongs to the user, not us.

### **3.PRODUCTS & SERVICES**

((WHAT YOU ACTUALLY SELL))

#### **List of core products/services .**

White-labeling package options for business communities that include a number of Premium subscriptions/accounts depending on which package is chosen.

#### **Outcomes: the results your customers get.**

White-labeling: Your brand. Your members. Built for business networking groups that want a polished, branded experience while staying part of a larger trusted ecosystem. Members can connect with each other and help each other out with referrals. A place to keep and organise their personal trusted network, tap into their second degree trusted network as well as the broader network of the My Most Trusted universe. Their white-label can do everything the core version of MMT does. Including a calendar, referral tracker, MMT-Match Me system, event creating and check-in, circles of 12 (chat platform designed to help you find your ideal referral).

Premium unlocks 21 powerful features designed to create genuine business relationships through trusted introductions, AI-powered referral matching system, CRM integrations, live event tools, personality insights, unlimited referrals, community engagement, and seamless relationship management. It helps professionals grow their network authentically, build lifelong advocates, and turn meaningful connections into long-term business opportunities.

#### **Pricing: how you package or charge for your work.**

30 Premium Subs: \$150/month  
100 Premium Subs: \$250/month  
350 Premium Subs: \$350/month  
500 Premium Subs: \$500/month

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

500 Premium Subs at \$500/month

## **4. AUDIENCE & CUSTOMERS**

(WHO YOU'RE FOR)

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

Business networking groups/owner

Their members can be from any industry and any location as well as the business networking groups themselves.

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

Business networking groups/owners that want a polished, branded experience while staying part of our larger trusted My Most Trusted ecosystem.

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

Business networking groups struggle to scale meaningful member engagement and referrals without losing their brand identity or creating more admin work. Networking groups often struggle with scattered tools, manual introductions, inconsistent engagement, weak referrals, founder bottlenecks, low member retention, and difficulty proving value, resulting in forgettable networking experiences that fail to stand out.

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

We help networking communities turn scattered relationships into an organized, trusted referral ecosystem under their own brand.

We help also help them scale trusted introductions through a white-labeled referral ecosystem that strengthens branding, collaboration, and member engagement while delivering a premium networking experience without needing custom-built software.

## 5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

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

ReferralRock

PartnerStack

Alignable

MentionMe

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

Vistage

LunchClub

YPO

HubSpot

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

Our edge is that we combine trusted relationship-building, warm introductions, and community-driven referrals into a white-labeled ecosystem that feels personal, not transactional.

Unlike traditional networking platforms or referral software, we focus on:

trust before transactions

human connection over cold outreach

curated introductions instead of random networking

community identity through white-label branding

concierge-style support alongside technology

Customers choose us because we help them create deeper relationships, stronger referral networks, and a more meaningful member experience without needing to build their own platform or manage everything manually.

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

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

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

We power white-label, relationship-driven referral ecosystems that help communities and organizations scale trusted introductions, deepen member engagement, and create meaningful business growth through authentic human connection and collaboration.

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

We help communities scale trusted introductions and referrals through white-label relationship ecosystems

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

- Where trust becomes opportunity.
- Turn trusted connections into collaboration.
- Scale relationships. Strengthen trust.
- More than networking – an ecosystem of trust.
- Built for relationships that actually matter.
- Your brand. Your community. Your trust ecosystem.

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

- Warm, trustworthy, empowering, and community-driven with a premium yet human feel.
- Relationship-first, never overly corporate
- Inspiring and optimistic
- Professional but approachable
- Collaborative and inclusive
- Confident without sounding salesy
- Focused on trust, connection, and opportunity
- Genuine, personal, and emotionally intelligent

## **7. BRAND STORY**

(EMOTIONAL CONTEXT)

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

Business networking groups.

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

Business networking groups struggle with low engagement, weak referrals, member churn, proving ROI, scaling meaningful connections, founder bottlenecks, fragmented tools, and creating trusted, high-value networking experiences that consistently drive business growth.

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

We help networking groups scale trusted introductions, increase member engagement and usage, streamline referrals, strengthen community collaboration, and create measurable business growth through a white-label relationship ecosystem powered by trust and meaningful connections.

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

Networking groups become thriving trust-based communities with engaged members, scalable referrals, stronger collaboration, measurable business growth, and effortless introductions — creating a premium networking experience that members actively value and promote.

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

(HOW YOU SOUND AND SHOW UP)

### **Brand personality traits.**

Our brand personality is trust-driven, people-first, and community-focused. It feels warm, authentic, empowering, and relationship-centered while remaining strategic and forward-thinking. Our brand positions itself as a modern ecosystem builder that helps communities grow through meaningful introductions, collaboration, and trusted connections. We balance premium professionalism with genuine human connection, creating a brand that feels optimistic, approachable, and purpose-led.

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

A warm, authentic, and relationship-driven tone that feels human, empowering, and professional. We keep messaging conversational, optimistic, and community-focused while emphasizing trust, collaboration, and meaningful connection. We speak with confidence but avoid sounding overly corporate, salesy, or transactional. We focus on people and long-term relationships rather than aggressive promotion. The voice should always feel genuine, inclusive, emotionally intelligent, and purpose-led.

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

Trusted

## 9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



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

Brand Blue: #4858A8

Dark Charcoal: #383838

Primary Blue: #5A67F2

Deep Purple Background: #190C28

Gold / Mustard Accent: #9B8C26

Soft Cream Text: #E1D4BD

**Fonts / typography.**

Montserrat ExtraBold & Montserrat Regular with bold, modern, geometric sans-serif typography.

**Visual preferences.**

Our brand look and feel is modern, premium, and relationship-driven with a strong emphasis on trust, community, and professional connection. The visual identity combines deep purple and blue tones, gold accents, clean geometric typography, and minimal layouts to create a polished ecosystem that feels both elevated and human. The aesthetic communicates credibility, exclusivity, innovation, and meaningful collaboration without feeling cold or overly corporate. Glowing network graphics and connected-node imagery reinforce the idea of a trusted relationship ecosystem powered by introductions, referrals, and community growth. Overall, the brand feels sophisticated, empowering, tech-enabled, and deeply people-first.

## 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      Replit

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.

Linkedin

Channels you want to use next.

Facebook  
Instagram  
Tik Tok

Paid vs organic mix (if any).

Organic

## **12. MARKETING ASSETS (EXISTING)**

(WHAT YOU ALREADY HAVE TO WORK WITH)

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

Refer to Module 9 on the platform to download all material.

## **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).

Key Principle

There is a gap between how customers search and what the business wants to be known for. Owners type "business coach" or "mentor," but the goal is to own "peer advisory boards," a category most people don't search because they don't know it exists. The fix is not to choose one. Rank for the coach and mentor terms people actually type, then use those pages to explain why a board of owners beats a single coach. Meet them in their language, then introduce yours.

### **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).**

Over the next 6–12 months, our goal is to scale a global network of branded white-label ecosystems that increase member investment, retention, and trusted introductions. We're focused on helping partners move members into active participation through trusted connections, reducing churn by embedding MMT into high-value communities, integrating with CRMs like GoHighLevel and HubSpot, and expanding beyond LinkedIn through mobile, SMS, and QR-based networking. The long-term vision is self-sustaining referral ecosystems powered by trust, not cold outreach.

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

Our white-label strategy transforms us from a software company into a global infrastructure for trusted relationships. Key outcomes include scalable recurring revenue through premium bundles and build fees, exponential lead generation via partner networks, and a growing ecosystem of vetted human connections. By interconnecting communities, we create a high-trust alternative to LinkedIn powered by real relationships, transparent referral pathways, and independent branded networks that strengthen the entire global ecosystem.

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

Your biggest constraint is scaling a platform that still depends heavily on manual development and onboarding. The core Chrome extension requires ongoing human maintenance to keep up with LinkedIn's constant platform changes, creating a major bottleneck. Additional friction comes from manually updating multiple white-label versions, limited resources as a bootstrapped team, intensive onboarding needs, and the challenge of educating the market on your human-first philosophy versus being perceived as another automation tool.

## **15. BUDGET & DECISION-MAKING**

(HOW WORK ACTUALLY GETS APPROVED)

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

None.

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

CEO and me (International ambassador)

## **16. COMPLIANCE & PERMISSIONS**

(RISK PROTECTION – KEPT LAST)

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

Yes

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

To maintain the integrity of the white-label ecosystem and preserve trust, the platform must follow strict compliance, privacy, accessibility, and ethical networking standards. The extension operates as a semi-automation assistant, not a prohibited bot, and users must avoid behaviors that violate LinkedIn policies, including simultaneous logins or excessive automation patterns. Each white-label build must also comply with Chrome Web Store requirements.

User data ownership remains with the individual, with GDPR-compliant infrastructure hosted via AWS Ireland. Trusted data cannot be sold or used for cold outreach; all introductions must remain human-to-human.

Development must align with WCAG 2.1 accessibility standards to ensure usability for all users. The MMT ethos also requires genuine first-degree trusted connections, anti-spam behavior, and transparent introductions through verified chains of trust.

