



Marketing Passport®

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Foundations » Strategy » Execution Readiness



GNR MEDIA
GROWTH AND REVENUE

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CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Joanne Brooks		
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Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Joanne Brooks
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Which industry best describes your primary business?

I'm an education and training consultant. Thirty years in Australia's VET sector, and I run Navig8 Biz across two lanes that never mix. One lane is RTO compliance, registration, audit-readiness, quality systems. My record there is a 100% success rate on initial RTO registrations over the past five years. The other lane is One to Many, my Done-With-You mentorship helping coaches, consultants, speakers and authors turn what they know into online courses people actually finish — 85% completion against an industry norm of 10–20%.

How does your business primarily operate?

Online, by appointment, and at a rhythm rather than a rush. Compliance work runs as projects and retainers. One to Many runs as weekly one-on-one sessions, with templates and email support in between. Everything starts the same way, a free 30-minute Viability Call.

Where do you currently serve customers?

Australia-wide for RTO compliance. One to Many clients are in Australia and internationally, including the United States.

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

Home office at Palm Beach on the Gold Coast, Queensland. No shopfront — delivery is online, with on-site client visits when the work calls for it.

Which location matters most for your growth right now?

Australia-wide stays the core for both lanes. Home base is the Gold Coast and South East Queensland, with One to Many quietly growing internationally.

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2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

I help people who teach to do it properly. For RTOs, that means compliance built on genuine quality training that satisfies ASQA and actually works. For coaches, consultants, speakers and authors, it means turning what they know into online courses people actually finish. Two lanes, one mission: real quality in education and training.

Vision (what success looks like in the future?)

A sector where quality is built in, not performed. Where small training businesses and solo experts can stand confidently beside the big players because their foundations are solid. And where business is done in circles, not ladders — people rising together rather than climbing over each other.

Core values (3–5 guiding principles)

Circles, not ladders. Collaboration over competition. I build networks, share openly and make warm introductions, because everyone does better when nobody is guarding the ladder.

Rhythm, not rush. A sustainable pace beats hustle every time. I don't do urgency theatre, and I don't ask my clients to.

Substance over show. Quality that holds up — under an audit, in front of a real student, against a hard question. Not compliance theatre, not polished fluff.

Straight talk. Warm, direct, no jargon, no BS. I tell clients what they need to hear, and I say it kindly.

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3.PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

Two lanes. Lane one is RTO compliance consulting, initial registration, audit-readiness, addition to scope, RPL kit design and validation, and quality system rebuilds for Australia's training sector. Lane two is One to Many, my Done-With-You mentorship where coaches, consultants, speakers and authors build their online course with me beside them, weekly sessions, templates, and a complete how-to library.

Outcomes: the results your customers get.

RTO clients get registered, stay registered and walk into audits ready, I hold a 100% success rate on initial registrations over the past five years. One to Many clients launch a course students actually finish, 85% completion against an industry norm of 10–20%, and they keep every template and skill, so they can build the next one without me.

Pricing: how you package or charge for your work.

Compliance work is priced as fixed projects (50% deposit, 50% on completion) or ongoing retainers paid fortnightly in advance, generally \$10,000 per month. One to Many starts with an intensive Done-With-You first month at \$5,000 to get Module 1 live, then a genuine choice: continue on a \$1,750 monthly retainer, or go fully independent at no extra cost. No lock-ins, no pressure either way.

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

This is a business in transition, and I'll name it honestly. The RTO compliance retainers are the current engine — substantial, long-running engagements, and I'm at capacity there. But the offer I'm building my marketing around is One to Many. I can run five at a time, the cycle is faster, and it's where my growth is headed as the current retainers complete. If you're a coach, consultant, speaker or author, that's the door I most want you walking through.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

I have two, one for each lane. In the RTO lane: the owner or CEO of an Australian training organisation, applying for initial registration, facing an audit, adding to scope or rebuilding a quality system, who wants compliance built on genuine quality, not theatre. In the One to Many lane: a service professional whose expertise is proven client by client, an accountant, lawyer, psychologist, coach, speaker, author or photographer who serves people one at a time and whose knowledge could help far more of them than their hours allow.

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

Two, strictly separated, they never share a piece of marketing. Australian training organisations: new providers seeking registration, established RTOs and CRICOS providers needing audit-readiness, scope additions or quality rebuilds. And service professionals scaling their expertise into online courses, built properly, with me beside them.

Customer Problems: the challenges they face.

RTO clients face rules everywhere: ASQA requirements, audit deadlines and registration complexity, with real consequences for getting it wrong. One to Many clients face the opposite — no rules, just noise. Their expertise is trapped in billable hours, they're unsure of the tech, and they're quietly afraid of building a course nobody finishes. A fair fear, given industry completion sits at 10–20%.

Why do customers choose you?

Thirty years in education and training, with the numbers to show for it, 100% success on initial RTO registrations over five years, and 85% course completion for One to Many students. Done-With-You, not done-for-you and not do-it-yourself. Straight talk, no lock-ins, and clients keep every template and skill. People come for the track record. They stay for how it feels to work this way.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

In the RTO lane, plenty — Australia has no shortage of compliance consultants, and I'm certainly not the cheapest. In the One to Many lane: course-creation coaches and done-for-you course agencies, most of whom sell launches, funnels and revenue screenshots.

Indirect Competitors: alternatives your customers might choose instead.

For RTOs: hiring in-house compliance staff, or going it alone with templates and the ASQA website. For service professionals: DIY course platforms, YouTube and AI tools, big-name self-paced programs — or simply staying one-on-one because the whole thing feels too hard.

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

In the RTO lane, I'm a practitioner, not just an adviser. I've built numerous businesses — owned, bought, launched and wound down training organisations, and grown one RTO to \$30 million — and I still work in the sector every day. Consultants who've sat in the owner's chair are rare.

In the One to Many lane, I combine three things I haven't seen together anywhere else. I bring instructional design discipline from thirty years in regulated training — lessons learned where course quality is enforced, applied where it's optional. I transfer the skill — clients keep every template and tool, perpetually, so they can build the next course without me. And I structure courses so people actually finish: 85% completion, against an industry norm of 10–20%.

The course industry sells the launch. I build the thing that works after the launch.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

After 30 years in Australia's education and training sector, I build training that actually works — compliant where the rules demand it, finished where they don't. Expertise shouldn't stay trapped in billable hours or binders.

Short pitch / 7-second explanation.

I'm Joanne Brooks, founder of Navig8 Biz. Thirty years in education and training. I help RTOs satisfy ASQA without the theatre, and I help service professionals turn what they know into online courses people actually finish — 85% of them do.

Hooks/Taglines: memorable lines that spark interest.

Courses people actually finish. Circles, not ladders. Rhythm, not rush. Business without BS. Done-With-You — not done to you, and not done alone. The course industry sells the launch; I build what works after it.

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

Story style. Every piece opens in a moment, not an announcement, and carries one insight — warm, direct, conversational Australian English. Short, punchy paragraphs. From-and-to framing: where my client was, where she is now. Soft invitations, never pressure, and never urgency theatre.

Words that sound like me: properly, actually, genuine, warmth, rhythm, circles, quality, beside, finish. Words that never will: hustle, crush it, 10x, leverage, game-changer, guru, secret formula, last chance. No corporate jargon, no bullet points in posts, no exclamation-mark hype.

The test is simple: if I wouldn't say it across a table on the Gold Coast, it doesn't get written. And I sign off the way I mean it — with warmth.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

She's a service professional — an accountant, a psychologist, a photographer, a coach. Twenty years of expertise, proven one client at a time. Her advice changes lives — one hour per life.

What are they struggling with?

Every format she's ever been given truncates her. The book had a word count — her best material left on the publisher's floor. The keynote got eighteen minutes; she couldn't go deep. The blog skims the surface, and the post skims the blog. She keeps asking: how do I go deeper with my clients when I only have so much time, so many words, so much of their attention? And underneath, a quiet fear about courses — what if she builds one and nobody finishes? Fair fear. Industry completion sits at 10–20%.

How does your brand help?

I show her the one format with no ceiling. No word limit. No time limit. No limit on the attention she can give — because group coaching is woven through, and in those sessions she's sometimes not the only expert in the room anymore. Her clients teach each other, and the gold multiplies. I sit beside her, Done-With-You, bringing thirty years of regulated training discipline, and we build it properly — structured so real humans finish. Then I hand over every template and tool, perpetually.

What does life look like after success?

From truncated to unlimited. From an hour per client to a room of them, going deeper together. From “I wouldn't know where to start” to a live Module 1 — and the skill to build the rest alone. Her students? 85% finish. Her knowledge finally travels at full depth. That's the whole point.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Warm — kindness is the default setting, even when the message is hard. Direct — I say the true thing plainly, because honesty is part of the warmth. Genuine — no persona, no performance; the woman on the page is the woman across the table. Generous — circles, not ladders; I share openly and make warm introductions. Grounded — rhythm, not rush; thirty years of having actually done the thing keeps the voice calm.

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

Do: open in a moment, not an announcement. One insight per piece. Short, punchy paragraphs with room to breathe. Story style, from-and-to framing. Australian English, always. Let the numbers do the boasting — 100% on initial RTO registrations, 85% course completion. Invite softly: the Viability Call is free, and so is saying no afterwards. Don't: hustle language, urgency theatre, corporate jargon, guru talk, exclamation-mark hype, or bullet points in posts. Never crush it, 10x it, leverage it or unlock it. The test for every sentence: if I wouldn't say it across a table on the Gold Coast, it doesn't get written.

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

Warmth. It's how I sign everything I write, because it's the promise underneath all of it — straight talk delivered kindly, quality built with care, business done in circles. “Yours in Circle” isn't a sign-off. It's the brand.

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



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

Orange #E26926 leads. It's my signature — I'm known as the gal in orange — and it's the colour of my One to Many world. Teal #038B8E is the RTO world, and the steady second. Supporting colours, used sparingly: Cornflower Blue #8498CD and Pink #C381AB. Text is Charcoal #343334 — never pure black.

Fonts / typography.

Open Sans, everywhere — documents, decks, graphics, course content. Clean, open, readable. Headings can carry brand colours; body copy stays charcoal. No decorative fonts, no novelty type.

Visual preferences.

Real over stock. My image, my characters, or I shoot my own beach photography on the Gold Coast and use it across my content — white text overlays, two-beat quotes set against the horizon, my logo and signature in the corners. The overall feel is warm, clean and professional but unmistakably human, with plenty of white space — the page should breathe the way the writing does.

What never appears: corporate-grey boardroom stock, neon arrows and circles, pointing-at-text poses, hype graphics of any kind. If it wouldn't feel at home beside a Gold Coast sunrise, it isn't mine.

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 GHL

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 is home base, and it runs on a deliberate weekly architecture.

My personal profile carries two posts a week – that's my manual ceiling, and I protect it. Every second Tuesday, one of those posts is my LinkedIn newsletter, and that same day my Substack, Business without BS, publishes its companion piece.

On the alternate Wednesdays – the off-week from the newsletter – my Navig8 Biz company page publishes an article in the business voice. So something substantial lands every week without me writing daily.

My three audience lanes (women in business, service professionals, RTOs) rotate through the slots and never share a piece, and a fortnightly photo-quote series using my own beach photography weaves through.

Around that core: EdPro Circle on the My Most Trusted Chrome extension, email nurture through GoHighLevel, occasional Facebook and YouTube, and Instagram shares on Substack days. A Substack integration would be this platform's most valuable connection for me.

Channels you want to use next.

A new profile is in development – and it's exactly where this platform earns its keep. My constraint has never been ideas; it's that manually creating more than two pieces a week isn't sustainable. If this system can generate on-voice content for the new profile, that ceiling lifts without my hours doing the lifting. Also under consideration: Reddit, and VET-sector podcast guesting.

Paid vs organic mix (if any).

One hundred per cent organic. Content plus relationships – warm introductions, referrals, and a free 30-minute Viability Call as the front door. No paid advertising in the mix; if that ever changes, it will be deliberate and small.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

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

LOGO FILES

Solid and sorted — the Navig8 Biz mark in the formats a designer needs, with established placement rules.

PHOTOS

Strong. Professional headshots and brand imagery from a couple of dedicated shoots, plus something rarer: my own beach photography library, shot on the Gold Coast, which powers my fortnightly photo-quote series. Real over stock, always.

VIDEOS

Numerous and self-produced — talking-head pieces to camera are part of my regular content rhythm, and I'm comfortable on camera. I also have original brand audio created for my content. Ready to use.

TESTIMONIALS

A good suite, gathered across both lanes of the business.

CASE STUDIES

The honest gap. The raw material is strong — a 100% registration record, an 85% completion rate, clients with real transformations — but the structured write-ups are light. This is next on the list, and it's a writing job, not a results problem.

WRITTEN CONTENT

An absolute abundance. A weekly production system generates articles, newsletters, LinkedIn posts, carousels and video scripts to a documented standard — every piece hook-titled, SEO-framed, branded and archived. Years of newsletter and Substack material sits ready for repurposing, plus book-length material in the RTO lane. If anything, the written archive is the asset this platform should mine first.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Two lanes, two topic territories and they never share a piece of content. In the One to Many lane, I want to be known for course completion: courses people actually finish, and the architecture that makes finishing happen. Alongside it, turning what already exists — the book, the keynote, the client work — into an online course built properly. In the RTO lane: compliance as genuine quality, audit-readiness without the theatre, and initial registration done right the first time. Across both, the through-line I want to own: training that actually works.

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

One to Many lane: online courses, course completion, course completion rates, course design, online course creation, turn your book into a course, scale your expertise.

RTO lane: RTO compliance (the lead — it's what strategic buyers type), ASQA audit, RTO audit preparation, ASQA standards, initial RTO registration, CRICOS compliance, RTO consultant.

Two deliberate rules. First, these are buyer-language terms only — my branded vocabulary (Orange Recipe, Done-With-You, circles not ladders) does heavy lifting inside content, but nobody types it into Google, so it stays out of the keyword set.

Second, every piece targets one lane's keywords, never both — these keywords already anchor my 2026 hook titles, with the primary term landing in the first 40 characters of every headline.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

The next 6–12 months are about one shift: making One to Many as visible as my RTO work has always been.

Program brand awareness comes first, because everything else follows from it.

Concretely: five One to Many clients secured per month — that's my delivery capacity, and I intend to fill it — and a new RTO client every quarter, keeping that lane's pipeline steady as current retainers complete.

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

Three, in order.

Awareness: my One to Many offer known and understood by service professionals — the “I've never heard of what you do” reaction turned into “I've been looking for exactly this.”

Conversion: a steady flow of Viability Call bookings becoming five new One to Many clients each month.

Continuity: one new RTO engagement per quarter, on the strength of the track record.

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

Honestly? The marketing itself. The thinking is done, the proof points are real, the offers work — what limits me is producing enough attention-catching content, written correctly and consistently, beyond my manual ceiling of two pieces a week. That's precisely the job I'm hiring this platform to do.

The second constraint is connected: my website isn't pulling its SEO weight. Strong content is sitting on weak search foundations, which means every piece I publish works for a day instead of compounding for years. Fixing that turns the whole content engine from rented attention into owned ground.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Lean by conviction, not constraint. My preference is not to pay for marketing — my engine is organic content and relationships, and it works. The one exception: roughly once a month I'll boost a LinkedIn post with about \$50 to extend its reach. Beyond that, I've never paid for advertising.

If a genuine case were made for a working budget, the ceiling sits around \$250 a month — and any proposal for spending it needs to beat the return I already get from content that costs nothing but my voice.

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

Me. Navig8 Biz is mine — I approve every dollar and every decision, and I do it quickly. My VA and specialists execute; I decide. If something needs a yes, it gets one the same day — or a clear no, just as fast. Nothing stalls in a chain of command, because there isn't one. There's a table on the Gold Coast, and I'm at it.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

My image sources are all clean. Most of what I publish is my own — the beach photography I shoot myself, where the copyright is mine, and professional headshots commissioned for business use. I work extensively in Canva on a Pro account, so any stock imagery I use is licensed for commercial use — and I never sell or redistribute the images themselves, which keeps everything inside the licence. Some imagery is AI-generated, created through Canva or an AI assistant, and used as illustration rather than passed off as photography.

Testimonials are used with the permission of the people who gave them, and client names or stories never appear in content without explicit consent — confidentiality is part of how I hold both lanes of this business. Where a story is worth telling but consent isn't there, it gets anonymised or it doesn't get told.

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

Compliance is literally my trade, so my own marketing holds the standard I sell. Three rules govern everything published in my name.

First, Australian Consumer Law: nothing misleading, ever. Every claim is evidence-backed. My two proof points — 100% on initial RTO registrations across five years, and 85% course completion — are documented facts, always presented as track record, never as a guarantee of anyone's future outcome. In regulated education, that distinction matters.

Second, sector accuracy: when content references ASQA, the Standards or CRICOS, it's precise. My RTO audience would catch a loose claim instantly — and they should.

Third, no fabricated urgency, no inflated promises — platform rules everywhere are tightening on exactly this, and my own voice rules banned it first.

The short version: the gal who builds quality systems doesn't get to publish marketing that wouldn't survive one.

