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Foundations » Strategy » Execution Readiness



GNR MEDIA
GROWTH AND REVENUE



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CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Francis Yim		
Website Address:	https://fantestimonial.com.au/		
Business Stage: (Idea/ Growing/ Established)	Scaling / Repositioning	Primary Contact:	Francis Yim
		Country:	Australia
Phone Number:	0410 982 909	Email Address:	francis@fantestimonial.com.au

Which industry best describes your primary business?

1. Marketing Consultant & Trust Strategist (Video Marketing)

Marketing Consultant and Trust Strategist specialising in video marketing. Fantestimonial helps scaling small and medium businesses surface the trust they have already earned and make it visible to new prospects through Trust Strategy, video testimonials, case studies, and brand stories.

How does your business primarily operate?

2. Project-Based & Appointment-Based

Project-based and appointment-based. Initial consultations and strategy sessions are conducted online or in person. Video production is conducted on location at client premises or remotely via video call depending on the project requirements.

Where do you currently serve customers?

3. Australia-Wide

Australia-wide. Primary markets are Melbourne, Sydney, Perth, and Adelaide.

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

4. Home Office — Doncaster, Victoria

Home office located in Doncaster, Victoria, 3108. No client-facing shopfront. Services are delivered at client locations or remotely.

Which location matters most for your growth right now?

5. Melbourne, Victoria

Melbourne, Victoria, Australia. This is the primary growth market where most current clients are based and where the majority of business development activity is focused.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

Fantestimonial helps scaling businesses surface the trust they have already earned and make it visible to the prospects who haven't seen it yet. Through Trust Strategy, video testimonials, case studies, and brand stories — even how things should be written and what should be written or shown in images — are used to close the gap between the credibility a business has built and what new clients can actually see before they decide to buy.

Vision (what success looks like in the future?)

To become the go-to Trust Strategy partner for scaling businesses across Australia that know their marketing isn't working as hard as it should. A future where businesses stop guessing at tactics and start building marketing around the proof they already have, with Fantestimonial as the central strategic partner that makes that happen.

Core values (3–5 guiding principles)

Honesty before flattery. We tell clients what is actually working and what is not, even when that is uncomfortable. Real trust cannot be built on vague reassurance.

Strategy before tactics. We never recommend a video, a campaign, or a channel, or web design or copy update before understanding what the business actually needs. Diagnosis comes first, always.

Proof over claims. We believe the most powerful marketing a business can do is let its results and its clients speak. We apply the same principle to our own work.

Simplicity over complexity. Good strategy is clear enough to explain in a conversation. If it cannot be understood, it cannot be executed.

Outcomes over activity. We measure what moves the business forward, not what looks busy. Vanity metrics are not success.

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

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

Fantestimonial offers Trust Strategy consulting, video production services, and marketing coordination for scaling businesses. The core Trust Strategy services are:

- **The Trust Diagnostic** — Covers Steps 1 to 4 of the Trust Strategy Framework. Delivers a written Strategic Recommendation Report plus a 30-minute presentation of findings.
- **The Trust Strategy** — Covers Step 5. Delivers a Trust Plan plus an up-to-2-hour workshop and discussion session.
- **Trust Amplified** — Covers Step 6. An ongoing 6-month engagement managing the execution of the Trust Strategy, coordinating specialist partners including SEO, web design, and paid advertising.
- **Video production services** — Video testimonials, case study videos, and brand story videos, produced as standalone projects for businesses that already have a clear marketing strategy in place.
- **Free supporting services** — A free Trust Audit Worksheet for self-assessment, and a free Trust Strategy Call for businesses wanting to understand where they stand before committing to a paid engagement.

Outcomes: the results your customers get.

Clients who complete the Trust Strategy process walk away with a clear picture of where trust is already strong in their business, where the gaps are costing them leads and conversions, and a practical plan for making their credibility more visible to new prospects. The result is more confident prospects, shorter sales cycles, and marketing that works harder because it is built on real proof rather than generic content.

Pricing: how you package or charge

Trust Diagnostic \$989+GST. Trust Strategy \$450+GST. Trust Amplified \$1,794+GST total (6 months). Video production quoted individually.

Hero Offer: the offer that drives most of your revenue

Hero Offer is The Trust Diagnostic

The Trust Diagnostic delivers immediate value through a written report and 30-minute presentation, is accessible enough for Persona A businesses to commit without lengthy approvals, and naturally leads into the full Trust Strategy process.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

Business owners, founders, and CEOs of scaling small to medium businesses with 10 to 50 employees and revenue between \$1 million and \$5 million. They know marketing matters but have no internal marketing team. Marketing is handled by the owner, an office manager, or one person wearing too many hats. They are getting some leads and referrals but not converting enough of them into customers.

Customer segments

Persona A (primary sweet spot): Businesses with \$2 million to \$3 million or more in revenue that have budget to invest in marketing and want to scale. Less price sensitive and able to commit without lengthy approval processes. Priority industries are financial services and manufacturing.

Persona B (secondary): Businesses with \$1 million to \$2 million in revenue that know they need marketing but are more cautious with spend. Higher friction to close but still a good fit for the Trust Diagnostic as an entry point.

Customer Problems: the challenges they face.

Leads and referrals are not converting into customers. Marketing feels scattered with no clear strategy. Multiple specialists (social, SEO, video, ads) are working independently with no coordination. Vanity metrics are being measured instead of real business outcomes. Happy clients exist but their stories are not visible to new prospects.

Why do customers choose you?

Because Fantestimonial starts with diagnosis before recommending any tactic. Because the Trust Strategy process is clear, sequential, and practical. Because Francis brings over 25 years of documentary filmmaking and marketing experience, meaning the storytelling is strategic, not just good looking. And because Fantestimonial coordinates the right specialists rather than pretending to do everything in house.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors:

Full-service marketing agencies in Melbourne that offer strategy, content, and video production under one roof. Examples include mid-sized B2B marketing consultancies and brand strategy firms. Video production companies that have expanded into marketing strategy. Fractional CMO services that offer strategic marketing leadership without execution.

Indirect Competitors:

Business owners choosing to do their own marketing rather than engaging outside help. Generic content agencies producing video and social media without a strategic foundation. AI-powered content tools that give the impression of a marketing strategy without the diagnosis. Business coaches who touch on marketing as part of broader business advisory work.

Your Edge: what you do differently

Fantestimonial occupies a specific position that most competitors do not: Trust Strategy as a defined, sequential process that starts with diagnosis before recommending any tactic or producing any content.

Most marketing agencies lead with execution. Fantestimonial leads with diagnosis.

Most video production companies focus on the deliverable. Fantestimonial focuses on the trust gap the deliverable needs to close.

Most strategists hand over a plan and leave. Fantestimonial can coordinate the execution through trusted specialist partners, acting as a central point rather than another disconnected vendor.

The founder's documentary filmmaking background is a genuine differentiator. The ability to uncover authentic human stories, ask the right questions, and know what to do with what comes up is a skill most marketing consultants and video agencies do not have. And the positioning itself is distinctive: everyone believes they can be trusted, but not everyone knows how to show it. Fantestimonial exists to close that gap.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

Fantestimonial is the Trust Strategy partner for scaling businesses that are getting attention but not converting enough of it into customers. We help businesses surface the credibility they have already earned and make it visible to new prospects through a structured diagnostic process, strategic storytelling, and coordinated execution. Video is our primary tool. Trust is the outcome.

Short pitch / 7-second explanation.

We help businesses show the trust they have already earned so new prospects can see it before they ever pick up the phone

Hooks/Taglines: memorable lines that spark interest.

Everyone believes they can be trusted. But not everyone knows how to show it.

Marketing gets people to the bridge. Visible trust helps them cross.

Your customers already trust you. Your prospects just haven't found out yet.

Most businesses only communicate the visible 10 percent.

Find the Pieces. Connect the Stories. Market Smarter.

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

Quietly confident. Plain and direct without being blunt. Warm without being salesy. Honest about limitations rather than overpromising. Structured and practical, with ideas presented in clear frameworks and real examples rather than jargon. Occasional dry humour used sparingly and naturally. Australian in character. Doesn't speak like the most knowledgeable person in the room, but makes you feel like you already know the answer and you just needed someone to help you see it.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

The Hero: A business owner or founder of a scaling small to medium business. They have built something real over many years. They have happy clients, a solid reputation, and a business that runs on referrals and word of mouth. But they are also the marketing manager, the operations manager, and the CEO all at once. They know marketing matters and they are spending money on it, but it feels scattered and nothing seems to be working as hard as it should.

What are they struggling with?

Their Struggle: They are getting attention but not enough of it is converting. Referrals arrive but go quiet after checking the website. Leads come in but hesitate before committing. They have hired a social media person, maybe an SEO agency, maybe someone to make videos, but none of it is connected. They are measuring likes and impressions instead of leads and sales. Deep down they suspect the problem is not that people don't trust them. The problem is that people can't find enough proof of it soon enough.

How does your brand help?

Your Role: Fantestimonial acts as the central diagnostic partner. We sit down with the business, work through where trust is already strong and where it is hidden, and build a clear strategy for making that credibility visible. We lead the storytelling and coordinate the right specialists to execute it. We do not add to the noise. We help the business show what is already true.

What does life look like after success?

Their Transformation: After working with Fantestimonial, the business owner knows exactly where their trust signals are strong and where the gaps were costing them leads. Their marketing is connected rather than scattered. Their best client stories are visible to new prospects at the right moment in the buyer journey. Referrals convert faster because the proof is already there when people go looking. And for the first time, their marketing feels like it is working with their reputation rather than independently of it.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Honest. Fantestimonial tells clients what is actually working and what is not, even when that is uncomfortable.

Warm. The approach is collaborative and human, not transactional.

Practical. Every conversation leads to a clear next step, not more theory.

Quietly confident. The work speaks rather than the claims.

Curious. The best trust signals are usually found by asking the right questions and listening carefully to what comes up.

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

Do use plain, direct language that respects the reader's time. Do lead with the client's problem before offering a solution. Do use specific numbers, real client names, and concrete outcomes wherever possible. Do use structured frameworks and numbered thinking to make complex ideas accessible. Do use dry humour sparingly and only when it lands naturally. Do write in Australian English.

Do not use over-polished or salesy language. Do not open with credentials or company history. Do not use em dashes, Altrope phrases, or corporate jargon without immediately unpacking it. Do not make unverifiable claims about competitors. Do not over-promise or suggest that Trust Strategy is a quick fix. Do not use vanity metrics as proof of success.

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

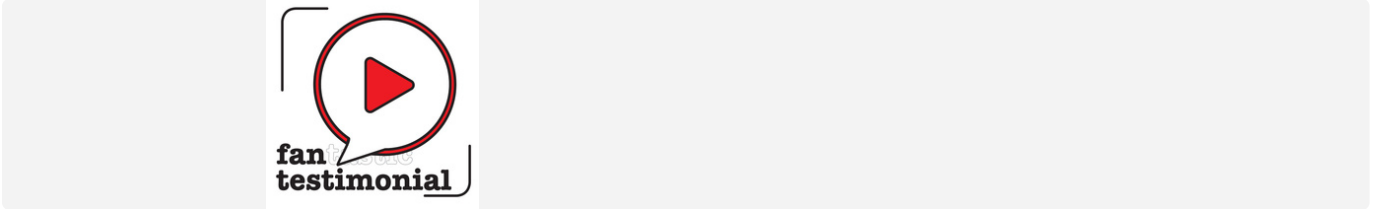
ILLUMINATING

This word captures the heart of the brand. Fantestimonial exists to bring the trust a business has already earned into the light – making the invisible proof visible to the prospects who need to see it.

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



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

Brand colours:

	Primary Red	#D14043
	Charcoal (Secondary)	#181818
	Light Grey	#EFEFEF
	White	#FFFFFF
	Black	#000000

Fonts / typography.

Primary Font for Headlines: American Typewriter.

Other fonts used: Inter, DM Sans for website. Open Sans, Arial for documents.

Visual preferences.

All images should ideally be of real people. No fully AI images, however AI can be used to augment images. The idea is that Fantestimonial is a business built on human connections and human trust.

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 Via domain registrar's control panel

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

- Website, LinkedIn, Instagram, YouTube.

Channels you want to use next.

- None for now.

Paid vs organic mix (if any).

- Organic channels only at the moment.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

Testimonials & client quotes (ready to use).

"We don't have a marketing team to produce briefs for our video content. Francis came down and met with the team and really learned our business. He managed the process for us and guided us with what needed to be done."

Kate Vella — Executive Assistant / Communications Manager, TierONE Capital

"We had a sense of what we wanted to say, but not necessarily the right way of saying it. Francis's expertise really helped to crystallise that into something we're really happy with. I would absolutely recommend anybody who has challenges with business brand or personal brand to engage with Fantestimonial. The process was really easy, straightforward and professional throughout."

Matt Woodard — Founder, Scalr / Circle Back Initiative

"Where you get really good value is when people can help you move further than you can on your own. And that's what you did. You actually gave some really practical assistance to help unblock me to be able to get to that next stage. It gives me confidence too, and we've been able to collaborate. Your marketing skills that you bring to the table really add value."

Ailsa Page — AP Marketing

"Francis is an absolute pleasure to work with — good-natured, approachable, and highly professional. He really takes the time to listen and understand what you're aiming to achieve."

Margaret Cunniffe — VIP Business Networking

"Francis did a thorough audit of my Instagram page and shared incredibly valuable insights on how to structure my videos and scripts to make them stand out. His advice was clear, actionable, and tailored to my niche. I'd highly recommend Francis to anyone looking to level up their video marketing."

Smarth Bajaj — Huddle for Property

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Trust Strategy for scaling businesses. How to make business credibility visible to new prospects. Video testimonials and case studies as strategic trust assets. The gap between marketing attention and buyer confidence. How to close the trust gap without starting from scratch. Diagnosis before tactics in marketing. Orchestrating marketing specialists around a clear trust strategy.

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

Trust strategy Melbourne • Trust strategy for small business

Marketing strategy for scaling businesses • B2B marketing consultant Melbourne

Video testimonials Melbourne • Case study videos Melbourne

How to convert leads into customers • Why referrals don't always convert

How to build trust with new customers • Marketing strategy without a marketing team

Video marketing strategy Australia • Trust marketing consultant

How to make my business look more credible online • Why my marketing isn't working

Lead conversion strategy • Social proof marketing strategy

Business credibility marketing • Trust signals for websites

Case study video production Melbourne • Testimonial video production Melbourne

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

To establish Fantestimonial as a recognised Trust Strategy partner for scaling businesses in Melbourne, generating consistent inbound enquiries from business owners and founders who are looking for marketing clarity rather than more tactical execution. The goal is to move from referral-dependent revenue to a mix of inbound leads and referrals, with at least three to five Trust Diagnostic engagements per month within twelve months.

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

Consistent inbound leads from business owners and founders finding Fantestimonial through search, LinkedIn, and word of mouth. Trust Diagnostic conversions as the primary revenue driver and entry point into the full Trust Strategy process. Growing recognition of the Trust Strategy framework as a distinct, ownable category in the Australian market. Improved search visibility for trust strategy and marketing consultant keywords in Melbourne and nationally. A small but growing library of case studies and testimonials that prove the Trust Strategy process delivers real outcomes, not just good looking videos.

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

Three constraints operating simultaneously:

Time: Francis is currently the sole operator, handling delivery, business development, content creation, and administration. Capacity to take on more engagements while building the new brand is genuinely limited.

Brand transition: The market currently knows Fantestimonial as a video production business, and repositioning to Trust Strategy takes time, consistency, and proof.

Proof gap: The Trust Strategy framework is newly formalised, which means the case studies and client outcomes that would accelerate credibility are still being built. The Trust Diagnostic needs its first cohort of paying clients before the proof of concept becomes self-reinforcing.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Francis has more time than money at the moment.

Decision-maker

Francis is the sole decision maker.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

Yes. All quotes and testimonials have been recorded on Google reviews, or have been on the public-facing website, so they can be used.

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

None.

