



ACORN
BUSINESS GROUP

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:	Acorn Business Group		
Website Address:	https://acorngroup.com.au/		
Business Stage: (Idea/ Growing/ Established)	Growing	Primary Contact:	Dave
		Country:	Australia
Phone Number:	0418 404 827	Email Address:	acornbusinessgroup@gmail.com

Which industry best describes your primary business?

1. Business Growth Consulting & Professional Networking Community

Business Growth Consulting, Professional Networking Community, and Strategic Partnership Development.

How does your business primarily operate?

2. Hybrid

Hybrid. We operate primarily through an online community platform supported by virtual meetings, strategic introductions, events, workshops, and direct business development activities. Some activities are conducted in person where appropriate.

Where do you currently serve customers?

3. Australia-Wide

Australia-wide, with members, partners, and business connections located across multiple states. The business is designed to support opportunities nationally and has the potential to expand internationally

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

4. Home Office — Melbourne, Victoria

Home office based in Melbourne, Victoria, Australia. Business activities are primarily delivered through online platforms and partner locations.

Which location matters most for your growth right now?

5. Melbourne & Victoria

Melbourne and Victoria are the primary focus areas for growth, with a broader objective of expanding membership, partnerships, and opportunities across Australia.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

To help entrepreneurs and business owners build trusted relationships, access meaningful opportunities, and accelerate growth through a curated ecosystem built on alignment, contribution, and collaboration.

Vision (what success looks like in the future?)

To create the world's most trusted ecosystem for entrepreneurs and business owners, where collaboration replaces competition and opportunities are unlocked through meaningful relationships.

Core values (3–5 guiding principles)

Integrity — Trust is built through consistent actions, not promises.

Authenticity — Show up as real people. Genuine relationships create stronger outcomes than transactions ever will.

Accountability — Growth requires ownership. We take responsibility for our actions, commitments, and results.

Curiosity — Remaining open-minded, asking better questions, and continuously seeking new possibilities.

Alignment — The right opportunities come from connecting the right people for the right reasons.

Generosity — Lead with contribution, knowing that value shared creates value returned.

Excellence — We pursue high standards in our relationships, our work, and the experiences we create

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

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

Core Offer — SOS Membership: Helps entrepreneurs and business owners build trusted relationships, access meaningful opportunities, and create growth through curated introductions and ecosystem participation. Members join to gain access to people they would otherwise never meet and opportunities they would otherwise never see.

- **Curated Introductions** — Members connected to aligned business owners, professionals and decision-makers through trusted referrals rather than cold outreach. Outcome: access to high-value conversations.
- **Knowledge & Education Hub** — Ecosystem expertise to help members solve problems and uncover opportunities. Outcome: faster learning, better decisions, access to collective knowledge.
- **Marketing & Visibility Platform** — Helps members increase visibility, tell their story, and become known within the ecosystem. Outcome: greater awareness, credibility, authority and opportunities.
- **Co-operative & Joint Ventures (Premium)** — Strategic partnerships formed through trusted relationships. Outcome: larger projects, greater scale, shared resources, new revenue streams, market access and business expansion.

Outcomes: the results your customers get.

Trusted business relationships, warm introductions, strategic partnerships, new opportunities, increased visibility, business growth, and reduced isolation.

Pricing: how you package or charge for your work?

Monthly Membership. Revenue sources: Memberships & Annual Memberships. Future revenue streams: Licensing & Franchising.

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

Current Revenue Driver: SOS Membership

Members join SOS because they want curated relationships, meaningful introductions, and access to opportunities they cannot create alone. Members stay because they build trusted relationships that continue to create value, opportunities, and growth over time.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

The Growth-Oriented Business Builder. SOS members aren't looking for "networking" — they're looking for leverage and trusted relationships that create opportunities they couldn't create alone. Typically MSPs & IT providers, AI & automation specialists, business coaches & advisors, franchise consultants, marketing agencies, accountants and business service providers. Established 3–10+ years, with a proven offer, an existing client base, 3–25 employees, and a growth-focused, collaborative, partnership-open mindset.

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

1. The Growth Professional (coach, fractional executive, consultant, accountant, bookkeeper, HR consultant). Goal: acquire higher-quality clients through trusted relationships. Frustration: networking generates conversations but not opportunities. Wants: strategic referral partners and trusted introductions.

2. The Technology Partner (MSPs, cybersecurity, AI consultants, software developers, digital transformation). Goal: access growing SMEs needing tech solutions. Frustration: long sales cycles and competing on price. Wants: warm introductions to owners with active growth plans.

3. The Expansion-Minded Entrepreneur (franchise operators, multi-site owners, service businesses, growth SMEs). Goal: scale faster through partnerships. Frustration: trying to solve every growth challenge internally. Wants: trusted expertise and strategic partnerships.

Customer Problems: the challenges they face.

Too many contacts, not enough meaningful relationships. Plenty of networking, very little commercial collaboration. Missed joint ventures and partnership opportunities. Difficulty finding trusted service providers. Business growth feels harder than it should, with no ecosystem around them helping create momentum.

Why do customers choose you?

Most communities sell events, networking, education and referrals. SOS sells Curated Opportunity. The strongest reason members join: "I gain access to trusted people, trusted introductions, and opportunities I would not otherwise have access to." That is fundamentally different from a networking group.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

BNI Australia — Many members currently or previously belonged. BNI sells referrals, structure, accountability and weekly meetings. BNI asks "Who can refer me?"; SOS asks "Who should I know?"

Fresh Networking — Sells events, business networking and social connection.

Business Growth Network (BGN) — Sells networking, referrals and business support.

Local Chambers of Commerce (Victorian & Australian Chambers) — Sell events, advocacy and community. SOS sells direct opportunity creation and curated business relationships.

Indirect Competitors: alternatives your customers might choose instead.

Business Coaches ("Should I spend \$60/month on SOS or \$2,000/month on coaching?" — same growth budget). LinkedIn ("I already network online"). Facebook Groups (create visibility, rarely real relationships). Mastermind Groups (provide advice; SOS provides access). Referral Networks (SOS must show why strategic introductions beat passive referrals).

Hidden Competitors: the real battle.

The biggest objection isn't price — it's "I don't understand the value." The biggest competitor isn't BNI; it's confusion. The hidden competitors are the assumptions: "I already have a network," "I'm already in BNI," "I don't need another group," "I can do this myself," and "Maybe later."

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

Traditional networking = meeting people. Referral groups = passing opportunities. Masterminds = sharing knowledge. SOS = building strategic relationships that create opportunities. Most groups operate Relationships » Referrals » Revenue. SOS operates Relationships » Opportunities » Collaboration » Revenue.

"Most business communities help you meet people. SOS helps you build strategic relationships that lead to opportunities, collaborations, partnerships, and long-term growth."

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

SOS is Australia's Entrepreneur Collaboration Ecosystem. We bring growth-focused entrepreneurs together to build strategic relationships, create meaningful collaborations, and unlock opportunities that accelerate growth. While most business communities focus on referrals and attendance, SOS focuses on alignment, participation, and collective momentum.

Category: Primary — Entrepreneur Collaboration Ecosystem. Secondary — Entrepreneur Cooperative. Future — Business Growth Ecosystem.

Short pitch / 7-second explanation.

Growth Through Collaboration.

Other options: "Where Entrepreneurs Grow Together." • "Better Relationships. Bigger Opportunities." • "Strategic Relationships. Collective Growth."

Hooks/Taglines: memorable lines that spark interest.

Most business communities focus on referrals. SOS focuses on helping growth-focused entrepreneurs collaborate and grow together. The best opportunities come from people.

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

Confident, collaborative, and opportunity-focused. SOS speaks like a trusted entrepreneur who connects people, sees possibilities, and helps create momentum. The voice is professional without being corporate, strategic without being complicated, and optimistic without hype.

Key characteristics: Collaborative (we create opportunities together). Challenger (promotes a better way through alignment). Strategic (long-term relationships over short-term wins; looks beyond referrals). Curated (quality over quantity; the right people, not more people). Human (warm, approachable, genuine; no corporate jargon, no sales-heavy language).

We sound like: a trusted connector, a respected entrepreneur, a strategic collaborator, a curator of opportunities.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

The Hero: Every entrepreneur starts with a vision, but no one builds something meaningful alone. SOS members are growth-focused business owners and professionals who believe relationships create opportunity and are willing to contribute, collaborate, and grow together.

What are they struggling with?

Their Struggle: The greatest challenge isn't working harder — it's finding the right people to build with. Too often, business owners spend years networking, chasing opportunities, and solving problems in isolation, only to realise that growth is limited by the people around them, not their potential.

How does your brand help?

Your Role: At SOS, we believe business should never be a lonely journey. The best opportunities shouldn't be reserved for those with the biggest networks — they should be available to those willing to connect, collaborate, and contribute. We're not another networking group or coaching program. We're a curated ecosystem where growth-focused entrepreneurs build trusted relationships, share knowledge, create partnerships, and uncover opportunities that would never exist alone. Joining is simple: become part of the community, build genuine relationships, contribute your expertise, and stay open to collaboration. As trust grows, so do the opportunities.

What does life look like after success?

Their Transformation: The result is more than business growth. It's being surrounded by people who genuinely want you to succeed. It's finding partners instead of contacts, collaboration instead of competition, and momentum instead of uncertainty. Imagine looking around and knowing you're connected to the right people at the right time. Conversations become introductions. Introductions become partnerships. Partnerships become lasting success. Because at SOS, we believe one simple truth: the best opportunities come from people.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Welcoming — Every interaction should make people feel they belong.

Trusted — Speak with credibility, honesty and integrity, never exaggeration.

Collaborative — Celebrate shared success over individual achievement.

Challenging — Encourage business owners to think bigger, connect deeper and embrace new opportunities.

Optimistic — Focus on possibilities, momentum and growth.

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

Speak like an experienced entrepreneur who genuinely wants others to succeed. Use clear, conversational language that is confident without being arrogant, professional without being corporate, and inspiring without becoming motivational hype. Lead with people, relationships and outcomes before discussing features or membership benefits.

We always: Put people before promotion. Inspire collaboration over competition. Speak with warmth, clarity and confidence. Focus on opportunities created through trusted relationships. Invite participation rather than pressure people to join.

We never: Sound salesy or pushy. Use fear-based marketing. Overpromise outcomes. Speak in jargon or corporate language. Treat members like customers — they are part of the ecosystem.

Our voice should leave people thinking: "These are my kind of people."

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

CURATOR

SOS exists to spark meaningful connections that create lasting opportunities, helping people achieve more together than they could alone.

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours (locked palette):

Brand colours (locked palette):

	Charcoal / Ink (Primary)	#2B2E34
	Forest Green (Primary)	#234F43
	Forest Green (Digital alt)	#2E7D6E
	Muted Gold / Brass (Accent)	#C6A55B
	Warm Off-White (Neutral)	#EFEAE1
	White	#FFFFFF

Fonts / typography.

Clean, modern, humanist sans-serif or soft serif. Medium to semi-bold weights preferred. Tone rules: clear over clever, calm over hype. No novelty or playful fonts.

Visual preferences.

Keep layouts clean and spacious, let the logo breathe, and use gold accents with restraint. Preferred backgrounds: white, warm off-white (#EFEAE1), or charcoal with reversed logo. Avoid busy photography behind the logo, bright or saturated colours, and gradients within the SOS logo. Brand promise: professional guidance, delivered with human warmth.

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 Mighty Networks

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

Marketing, CRM & tracking.

Marketing & CRM: GoHighLevel is used for email marketing and CRM. Website enquiries currently generate email notifications, with future integration into automated CRM workflows planned.

Analytics & Tracking: Google Analytics, Google Search Console, Google Tag Manager and advertising pixels have not yet been implemented — installing these should be a priority before launching larger campaigns.

SEO: No SEO plugins are applicable due to the platform; SEO capabilities are limited to those provided by Mighty Networks, making strong on-page content and external backlinks increasingly important.

Landing Pages: Currently created within Mighty Networks; additional dedicated campaign pages may be developed as requirements expand.

12-month objectives.

Generate qualified leads, increase SOS memberships, enable appointment bookings, support the member community, integrate with GoHighLevel, and build long-term organic SEO visibility through strategic content and search optimisation.

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

SOS currently markets through LinkedIn (personal and company), Facebook, Instagram, YouTube, email marketing, SMS and referral partners. The strongest source of new members is personal introductions and trusted referrals, reinforcing the brand's relationship-first positioning.

Channels you want to use next.

Focus on growing LinkedIn authority, SEO, YouTube, podcast appearances, email newsletters, referral partnerships, strategic partnerships and PR opportunities. Each channel should reinforce SOS as Australia's most trusted curated business ecosystem.

Content strategy: Leverage one core idea into multiple formats — speaking engagements, podcast interviews, videos, LinkedIn posts, articles, webinars and voice-note content — maximising visibility while keeping content creation efficient.

Paid vs organic mix (if any).

Organic-first. Paid advertising will be introduced once messaging, conversion tracking and member acquisition systems are proven. The priority is building authority rather than chasing reach.

Primary conversion path: Today — one-to-one conversations and curated introductions. Future — member referrals, strategic partnerships and community-driven introductions supported by valuable content.

Resource allocation: With approximately 10 hours per week, prioritise consistent execution over channel expansion. Master a small number of high-impact channels before investing elsewhere.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

Ready to use

SOS has a complete logo suite (SVG, PNG and transparent versions), defined brand colours, fonts and a mini brand style guide. Professional founder headshots are available. Existing marketing collateral includes a sales brochure, capability statement, one-page flyer, membership information pack, landing page copy, welcome email and newsletter templates. Social channels are established across LinkedIn, Facebook, Instagram and YouTube, with initial LinkedIn content already published.

Needs updating & organising.

Marketing assets are currently stored across multiple locations and should be consolidated into a single shared library (e.g. Google Drive or OneDrive) with clear folder structures for branding, documents, images, video and social media assets. Content publishing should become more consistent through a planned content calendar and reusable templates.

To be created.

Priority assets include founder and brand videos, member testimonials, success stories, case studies, educational video content, event photography, speaking footage and a comprehensive media kit. As the community grows, member success stories should become the primary source of marketing credibility.

Current priority.

The biggest opportunity is creating consistent, authority-building content that supports the SOS brand across LinkedIn, YouTube, podcasts, speaking engagements and email marketing – while documenting real member outcomes as social proof.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

SEO Mission: Position SOS as Australia's leading business curator for entrepreneurs seeking trusted connections, strategic partnerships and business growth opportunities.

Core content topics: business networking for entrepreneurs, business growth strategies, strategic partnerships and collaborations, referral marketing and referral networks, entrepreneur communities and masterminds, business introductions and relationship building, scaling a business, collaboration between business owners, and SME growth and leadership.

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

business networking Australia • entrepreneur community Australia
networking for business owners • entrepreneur networking group
referral network for businesses • business mastermind Australia
strategic business partnerships • grow your business network
collaboration for business owners

Content focus & SEO principles.

Publish educational content that answers the questions entrepreneurs already ask, demonstrates practical collaboration, and shares member success stories — every article naturally leading readers toward SOS membership. Write for the language customers use, not internal terminology. Prioritise problem-solving, educational and experience-based content. Build authority around trusted connections, collaboration and business growth rather than promoting membership alone.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

Grow SOS to 1,000 active members while building a highly engaged business community where trusted introductions, strategic partnerships and business collaborations become the primary source of member value.

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

Key success metrics: 1,000 active members; sustainable month-on-month membership growth; high member engagement through platform activity, events and discussions; increasing member-to-member introductions and collaborations; strategic partnerships that expand the ecosystem; strong retention and recurring revenue growth; and consistent authority-building content across key channels.

Leading indicators: Membership applications, discovery conversations, referral partner activity, LinkedIn engagement, email subscriber growth, speaking and podcast appearances, website traffic and enquiry conversions.

Lagging indicators: Active memberships, monthly recurring revenue, member retention, business collaborations created, strategic partnerships established, member satisfaction and referrals.

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

Primary constraint: SOS has not yet reached the critical mass of engaged members required to consistently generate introductions, collaborations and opportunities at scale. The immediate priority is acquiring high-quality founding members who actively contribute to the ecosystem and accelerate network effects.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Spending authority: Routine marketing expenses of up to \$500 may be approved immediately. Larger investments are considered on a case-by-case basis and approved where a clear business case and expected ROI can be demonstrated.

Lean, ROI-driven. Marketing spend will remain conservative during the growth phase, focusing on organic marketing, content creation and relationship building. Budget allocation will increase only when activities demonstrate measurable returns.

Advertising budget: No paid advertising is planned initially. The priority is validating messaging, member acquisition and conversion through organic channels before investing in paid campaigns.

Decision-maker

Dave is the primary decision-maker and has final approval on all marketing initiatives, campaigns, branding and strategic direction.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

SOS will obtain written permission before publishing testimonials, member success stories, business logos or identifying information. Media consent will be managed according to the situation through written consent, event registration clauses or direct approval before publication.

Privacy & data.

Marketing communications will respect member privacy and personal information. Email marketing will only be sent to opted-in contacts. SMS campaigns will include an unsubscribe mechanism and will be managed in accordance with applicable Australian electronic marketing requirements.

Marketing claims.

SOS promotes opportunities, collaboration and trusted connections rather than guaranteeing business outcomes or financial results. Marketing content will accurately represent the member experience and avoid misleading claims.

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

SOS facilitates business networking and collaboration but does not provide regulated financial, legal, taxation or investment advice. Any discussions in these areas are the responsibility of the individual members or qualified professionals.

Policies, governance & risk management.

Privacy Policy, Terms & Conditions, Website Disclaimer, Cookie Policy and Community Guidelines are available within the current platform; as SOS expands these will be reviewed, refined and maintained as standalone governance documents. AI may assist in content creation, but all AI-generated content will be reviewed and approved before publication to ensure accuracy, brand consistency and compliance. The primary focus is protecting member trust through clear permissions, responsible marketing practices and transparent communication.

