



Marketing Passport®

*Your complete marketing
foundation, organised in one place.*

Foundations » Strategy » Execution Readiness



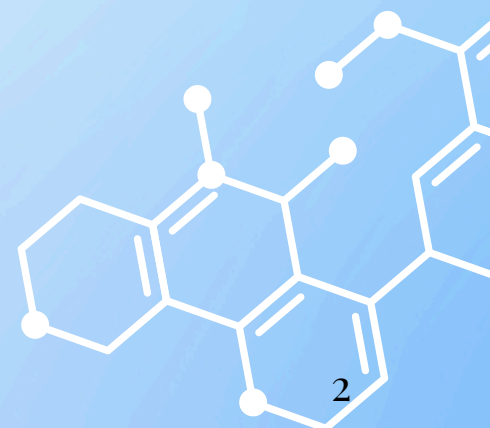
GNR MEDIA
GROWTH AND REVENUE



Table of Contents



<u>Business Basics</u>	03
<u>Mission, Vision, and Values</u>	04
<u>Products and Services</u>	05
<u>Audience and Customers</u>	06
<u>Competitors and Differentiators</u>	07
<u>Brand Positioning and Messaging</u>	08
<u>Brand Story</u>	09
<u>Brand Personality and Voice</u>	10
<u>Brand Style Guide</u>	11
<u>Website and Infrastructure</u>	12
<u>Marketing Channels</u>	12
<u>Marketing Assets</u>	13
<u>Keywords and SEO Focus</u>	13
<u>Goals and Success Metrics</u>	14
<u>Budget and Decision Making</u>	15
<u>Compliance and Permissions</u>	15



CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Unstoppable Partners LLC		
Website Address:	https://lucidsequence.com/		
Business Stage: (Idea/ Growing/ Established)	Not Provided	Primary Contact:	Lin Schussler-Williams
		Country:	United States
Phone Number:	+1 502 408 3065	Email Address:	lin@unstoppablepartners.com

Which industry best describes your primary business?

Personal Development & Subconscious Pattern Clearing

How does your business primarily operate?

Online, appointment-based, with private sessions, group training, speaking, and virtual community experiences.

Where do you currently serve customers?

Internationally through online sessions, virtual training, speaking engagements, and community events.

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

N/A

Which location matters most for your growth right now?

North America

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

To help as many people as possible get out of their own way by clearing the subconscious programming and conditioning that keep them stuck, so they can live free, clear, and fully themselves—creating ripple effects that extend far beyond their own lives.

Vision (what success looks like in the future?)

People living free, clear, and fully themselves, creating ripple effects that strengthen families, communities, businesses, and future generations.

Core values (3–5 guiding principles)

Freedom — We believe lasting change comes from clearing the subconscious programming and conditioning that keep us stuck, allowing people to live with greater clarity, choice, and ease.

Connection — Everything meaningful begins with connection—to ourselves, to one another, and to the work we're here to do.

Authenticity — We believe our greatest impact comes from living and leading as our authentic selves.

Meaning — We are the meaning makers. When we clear the subconscious filters created by programming and conditioning, we're free to make meaning that reflects who we truly are rather than what we've inherited or created through those filters.

Contribution — Every person who lives more freely creates ripple effects that extend far beyond their own life.

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

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

Lucid Sequence — Transformational sessions that help people identify and clear subconscious programming and conditioning so they can live free, clear, and fully themselves. Rather than creating dependence, clients are taught the process so they can continue using it on their own, creating lasting change long after the work together ends.

Wise Women Collective — A free community for women offering events, opportunities for collaboration and growth, and carefully selected affiliate partner offerings that support personal and professional growth.

Be More Conference for Women — A twice-yearly virtual conference featuring inspiring speakers, educational sessions, VIP experiences, sponsorship opportunities, and meaningful connection among women.

Bridge Collective — A relationship-building Chrome extension and community that helps professionals build and maintain meaningful business relationships through intentional connection, monthly networking events, and Connection Advantage training.

Unleash Your Unstoppable — A transformational mastermind for women combining weekly community, personal growth, and shared learning, led by Lin Schussler-Williams and Brooke Haynes.

FlowWorking with Lin — A DIY sales and marketing mastermind where entrepreneurs work alongside Lin (former sales coach of 15 years) to build practical, relationship-centered marketing systems and consistent business visibility.

Outcomes: the results your customers get.

Lucid Sequence helps people clear subconscious patterns so they can live with greater freedom, clarity, confidence, and authentic self-expression.

Wise Women Collective helps women build meaningful relationships, expand their opportunities, and learn from one another in a supportive community.

Be More Conference for Women gives women practical strategies, inspiration, visibility, and an expanded network through new connections.

Bridge Collective helps professionals create stronger business relationships that lead to referrals, collaborations, partnerships, and long-term opportunities while creating a system to keep track of it all.

Unleash Your Unstoppable helps women integrate personal transformation into everyday life through community and growth.

FlowWorking with Lin helps entrepreneurs create sustainable marketing habits, increase visibility, and grow their businesses without relying on pressure or overwhelm.

Pricing: how you package or charge for your work?

Lucid Sequence — Initial transformational package: \$340 for two sessions. Returning clients receive discounted follow-up sessions.

Wise Women Collective — Free community membership.

Be More Conference for Women — Conference tickets are \$37, including lifetime access to the recordings. VIP promotions are occasionally offered, including two tickets for \$50. Sponsorship opportunities are available at \$500, \$200, and \$100 levels.

Bridge Collective — Free Chrome extension with an optional Premium Membership at \$23/ month or \$233/year, including the premium app, one monthly networking event, and one monthly Connection Advantage training event.

Unleash Your Unstoppable — \$49/month or \$444/year.

FlowWorking with Lin — \$49/month.

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

Lucid Sequence is the flagship methodology and the foundation of the business. While people often enter the ecosystem through communities, conferences, masterminds, or events, Lucid Sequence underpins all of the work and informs everything that is taught.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

The ideal customers are primarily women (though not exclusively) who are growth-oriented, self-aware, and committed to becoming more fully themselves. Many are solopreneurs, coaches, consultants, healers, or other professionals doing meaningful work. They are open to looking inward, willing to challenge old patterns, and believe lasting change comes from understanding themselves rather than simply following someone else's formula.

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

The business serves several closely related customer segments: individuals seeking personal transformation through Lucid Sequence; women seeking community, connection, and growth through Wise Women Collective, Be More Conference for Women, and Unleash Your Unstoppable; and entrepreneurs and professionals looking to build authentic relationships, sustainable marketing systems, and meaningful business growth through Bridge Collective and FlowWorking with Lin. While each offer serves a different purpose, they all attract people who value personal growth, authentic connection, and creating meaningful impact.

Customer Problems: the challenges they face.

Clients often come in feeling like they're doing everything they know to do but still aren't getting the results they want. They may feel stuck in repeating patterns, uncertain why something isn't working, or frustrated that traditional approaches haven't created lasting change. Many entrepreneurs also struggle with authentic visibility, relationship-based networking, or creating consistent marketing without feeling pressured to become someone they're not. Above all, they're looking for a way to make progress while becoming more themselves—not less.

Why do customers choose you?

People choose this work because it helps them discover their own answers rather than creating dependence. It meets people where they are, teaches practical tools they can continue using on their own, and helps remove the subconscious patterns that keep getting in their way. Clients appreciate that the approach is practical, efficient, and centered on helping them become more fully themselves instead of trying to fit someone else's definition of success.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Because the business spans personal transformation, community, networking, conferences, and business growth, direct competitors vary by offer. For Lucid Sequence, they include transformational coaches, therapists, NLP practitioners, Rapid Transformational Therapy (RTT), PSYCH-K, EFT/Tapping practitioners, and other subconscious change modalities. For the communities and business programs, competitors include women's communities, mastermind programs, networking organizations, marketing coaches, and relationship-based business development programs.

Indirect Competitors: alternatives your customers might choose instead.

Customers may also consider traditional therapy, coaching, online courses, books, AI tools, networking groups, business consultants, self-study programs, or simply continuing to do what they've always done in the hope that things eventually improve.

Hidden Competitors: the real battle.

Not Provided

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

The work does not position anyone as having all the answers. Instead, it teaches people how to access abilities they already have but have never been shown how to use. Rather than creating dependence, it teaches practical processes people can continue using on their own for lasting transformation. Across every part of the business, the work is based on the belief that people are often operating through subconscious programming and conditioning they didn't consciously choose. When those filters are identified and cleared, people become free to make choices that are more aligned with who they truly are. Whether someone comes for transformation, community, networking, marketing, or business growth, the goal is always the same: to help them become more fully themselves rather than trying to become someone else. One of the unique aspects of the business is that many professionals who might traditionally be considered competitors are actually ideal collaboration partners. Coaches, consultants, therapists, facilitators, wellness practitioners, and other experts often discover that when their clients first learn to identify and clear the subconscious programming and conditioning that keep them stuck, they become more receptive to the work those professionals are already doing. Rather than replacing other practitioners, Lucid Sequence often amplifies their impact.

"I don't replace what already works. I help remove what keeps it from working as well as it could."

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

I help people get out of their own way by identifying and clearing the subconscious programming and conditioning that keep them stuck. Through transformational work, communities, and relationship-centered business experiences, I help people live free, clear, and fully themselves, creating ripple effects that extend far beyond their own lives.

Short pitch / 7-second explanation.

I help people get out of their own way.

Hooks/Taglines: memorable lines that spark interest.

Primary Brand Hooks: Get out of your own way. • Let's Get Lucid. • Live free, clear, and fully yourself.

Supporting Brand Messages: Human beings are meaning makers. • You don't have to keep living through the filters of programming and conditioning. • Freedom doesn't come from trying harder. It comes from clearing what was never yours to carry. • I don't replace what already works. I help remove what keeps it from working as well as it could. • Every cleared person creates ripple effects.

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

Conversational, warm, clear, direct, thought-provoking, grounded, story-driven, relationshipcentered, practical rather than theoretical, hopeful without being hype-driven, intelligent without being academic, and encouraging without being pushy. Focused on helping people discover their own answers rather than telling them what they should do.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

The Hero: The ideal customers are primarily women (though not exclusively) who are growth-oriented, self-aware, and committed to becoming more fully themselves. Many are entrepreneurs, coaches, consultants, healers, or other professionals doing meaningful work. They want to make a positive difference in the lives of others but often feel like something invisible keeps getting in their way.

What are they struggling with?

Their Struggle: They come feeling like they're doing everything they know to do, yet still aren't getting the results they want. They may feel stuck in repeating patterns, questioning themselves, struggling to grow their business, build relationships, or create the life they know is possible. Many have tried coaching, books, courses, networking, or personal development. They've gained valuable insights but still feel like something deeper is holding them back.

How does your brand help?

Your Role: The work helps people get out of their own way by teaching them how to identify and clear the subconscious programming and conditioning that keep them stuck. Rather than creating dependence, it teaches practical processes they can continue using on their own. It also creates communities, events, and relationship-centered experiences where people can continue growing, connecting, and creating meaningful ripple effects in their lives and work.

What does life look like after success?

Their Transformation: As people clear what was never theirs to carry, they begin making choices from greater freedom, clarity, and authenticity. They become more confident, make better and easier decisions, build stronger relationships, grow their businesses with greater ease, and create ripple effects that extend into their families, communities, and the people they serve. They don't have to become someone else. They simply get out of their own way.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Thoughtful • Authentic • Warm • Clear • Curious • Grounded • Insightful • Encouraging • Practical • Relationship-centered • Hopeful • Empowering

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

Speak conversationally, as if talking with one thoughtful person. Lead with curiosity rather than certainty. Teach through stories and real-life examples. Explain complex ideas in simple, practical language. Encourage exploration without pressure. Be direct without being harsh. Use hope grounded in practical experience rather than hype. Focus on connection before promotion.

Challenge common assumptions with confidence while inviting people to explore a new perspective.

We always: Speak with warmth, clarity, and curiosity. Teach through stories and real-life examples. Leave people feeling more capable, not more dependent. Focus on connection before promotion.

We never: Use hype or exaggerated promises. Create fear to motivate action. Position people as broken or needing to be fixed. Use guru language or imply having all the answers. Pressure people into high-ticket commitments. Rely on jargon, buzzwords, or academic language. Shame, judge, or create urgency through scarcity.

"Our voice should leave people feeling more capable, not more dependent."

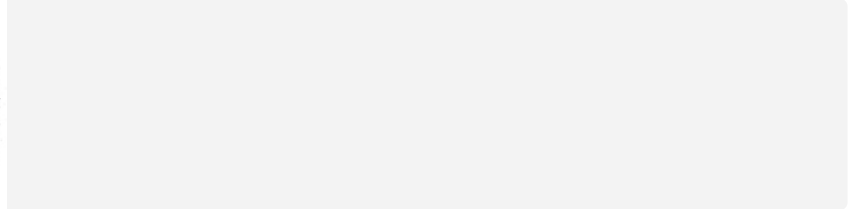
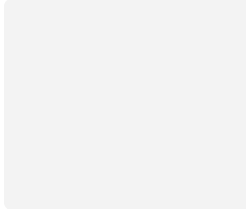
One-Word Descriptor: the single word that captures your brand's essence.

LUCID

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours (locked palette):

Brand colours (locked palette):

Lucid Sequence

- #18184f
- #c11e5c
- #e6a5be
- #b0b9f0
- #f0eee9

Wise Women Collective / Be More Conference for Women

- #a077b5
- #8053a2
- #663390
- #40215b
- #c3a4ce

Fonts / typography.

Lucid Sequence uses the Montserrat font family for titles and subtitles, paired with a handwritten script logo. Wise Women Collective and Be More Conference for Women use Mont for headings and Montserrat Classic for subheadings, paired with their distinctive brand marks. Across the ecosystem, typography is clean, modern, highly readable, and accessible. Decorative fonts are used sparingly and only as accent elements.

Visual preferences.

The overall visual style is clean, modern, approachable, and grounded. Designs should communicate clarity before complexity, using generous white space, thoughtful typography, and intentional colour. Photography and graphics should feel authentic, welcoming, and human rather than staged or overly polished. Visuals should emphasize connection, learning, transformation, and possibility. Avoid cluttered layouts, excessive visual effects, overly mystical imagery, aggressive marketing aesthetics, fake luxury, or hustle-culture messaging. The overall feeling should be one of clarity, warmth, intelligence, trust, and possibility

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 GoHighLevel

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: Be More Conference for Women and Wise Women Collective use Dubb for CRM, email marketing, automation, video messaging, and landing pages. Lucid Sequence, Bridge Collective, FlowWorking with Lin, Unleash Your Unstoppable, and Frequency500 use GoHighLevel as their CRM and marketing platform.

Analytics & Tracking: Not Provided

SEO: Not Provided

Landing Pages: Built within GoHighLevel and Dubb, per the platform breakdown above.

12-month objectives.

Not Provided

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

The current marketing strategy is built primarily on organic relationship marketing, actively using LinkedIn, Facebook (personal profile, business pages, and the Wise Women Collective Facebook group), Instagram, email marketing, podcasting, speaking, networking, and referrals. These channels work together to build authentic relationships, educate the audience, and create opportunities for meaningful connection and growth. If mastering only three channels, they would be LinkedIn, Networking, and Speaking & Podcasting.

Channels you want to use next.

Over the next 12–18 months, priorities include expanding speaking opportunities, marketing books, growing LinkedIn presence, strengthening SEO, and increasing the reach of blog and podcast content, along with developing a stronger YouTube presence as a long-term educational platform.

Paid vs organic mix (if any).

The business has grown almost entirely through organic, relationship-based marketing. The primary focus remains building trust, authenticity, relationships, referrals, speaking opportunities, valuable content, and community-driven growth. While open to learning where paid advertising may strategically support the goals, the preference is to invest first in sustainable, relationship-centered marketing that creates long-term trust rather than short-term transactions.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

Ready to use

A complete logo suite is available for all brands, including PNG, transparent background PNG, and Canva source files. Also ready to use: an extensive library of professional headshots, community photos, Zoom event images, and speaking photos; a large video library including more than 4,000 Dubb videos, conference recordings, podcast episodes, training workshops, and social media content; an extensive collection of written client testimonials, audio testimonials, and LinkedIn recommendations; and comprehensive written content including a published book, a lead-magnet e-book, email sequences, landing pages, speaker scripts, training materials, workshop content, and marketing copy.

Needs updating & organising.

Marketing assets across the ecosystem are extensive and would benefit from continued organization, indexing, and repurposing.

To be created.

While formal case studies have not been developed, there is substantial evidence of client transformation and real-world results throughout the business.

Current priority.

Current content development is focused on expanding the public presence of Unleash Your Unstoppable, FlowWorking with Lin, and Frequency500, as these brands are entering a new phase of visibility and growth.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Core content topics: Subconscious programming and conditioning • Personal transformation • Getting out of your own way • Self-sabotage and recurring patterns • Authentic visibility • Relationship-based networking • Relationship-centered marketing • Women's community • Personal and professional growth • Decision-making with clarity • Living free, clear, and fully yourself

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

Personal Transformation: How to stop self-sabotage • Why do I keep getting in my own way • How to break unhealthy patterns • Why do I keep repeating the same mistakes • How to change subconscious beliefs • Personal transformation • Mindset and subconscious change • How to make better decisions • Build confidence naturally • Authentic personal growth

Business Growth: Relationship marketing • Authentic networking • Networking without cold messaging • Business networking • Sales without being salesy • Organic business growth • Visibility for entrepreneurs • Marketing for solopreneurs • Marketing for coaches • Marketing for consultants

Community & Events: Women's networking community • Women's personal development • Virtual women's conference • Women's mastermind • Personal growth community • Business community for women

Content focus & SEO principles.

Not Provided

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

Build a sustainable ecosystem that introduces more people to Lucid Sequence while strengthening the communities, programs, and relationships that support long-term transformation. Over the next 6–12 months, the focus is to increase the visibility of Lucid Sequence through speaking, books, podcasts, and relationship-centered marketing while continuing the steady growth of Bridge Collective and expanding the public presence of FlowWorking with Lin, Unleash Your Unstoppable, and Frequency500.

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

Key success metrics: Welcoming an average of 10 new Lucid Sequence clients each month; increased speaking opportunities; greater visibility and reach for the books; continued growth of Bridge Collective; increased participation across all communities and programs; and sustainable growth in revenue, with the goal of doubling the level of the past several years through organic, relationship-centered marketing.

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

Primary constraint: Time is the greatest constraint. Because multiple brands and communities are led while delivering transformational client work, the marketing systems must be efficient, sustainable, and easy to maintain. Consistency is more valuable than intensity. The priority is to build systems that leverage existing content, strengthen relationships, and expand visibility without requiring constant content creation or unsustainable workloads.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Approximately \$250–\$500 is invested per month in marketing-related tools, platforms, and business infrastructure, including CRM, video messaging, websites, domains, design, and automation.

Lean, ROI-driven. The preference is to invest strategically in long-term assets, systems, and relationship-centered marketing rather than large advertising campaigns.

Advertising budget: Occasional investment in paid promotion occurs for specific initiatives such as the Be More Conference, but the primary focus remains organic growth built through trust, authentic relationships, speaking, content, and community.

Decision-maker

Lin Schussler-Williams is the final decision-maker for all marketing strategy, budget, and brand direction. Technical implementation is often carried out in collaboration with Brooke Haynes, with thoughtful recommendations from trusted partners valued along the way. Decisions are made collaboratively when appropriate, with final approval remaining with Lin.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

Permission has been obtained to use all client testimonials included in marketing. When using photographs, videos, or screenshots featuring participants or community members, permission is obtained before using them in promotional materials. Within the communities, clear expectations around privacy and respect are maintained, including requesting that participants do not share screenshots of events without permission.

Privacy & data.

Not Provided

Marketing claims.

No guarantees or promises of specific outcomes are made, nor are any claims made to diagnose, treat, cure, or prevent medical or psychological conditions. Marketing focuses on accurately describing the process taught and the types of results clients commonly experience, while recognizing that each person's experience is unique.

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

This work is educational and transformational in nature. The business is not subject to any industry-specific licensing or advertising regulations beyond standard business and marketing best practices.

Policies, governance & risk management.

Not Provided

