**DEMAND PROS**

Brand Messaging & Voice Guide

*Be Found. Be Chosen.*

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# 1. Brand Identity

## Core Identity

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| --- | --- |
| **Brand Name** | Demand Pros |
| **Tagline** | Be Found. Be Chosen. |
| **Category** | Small and medium-sized business marketing consultancy |

## Brand Definition

Demand Pros is a playbook-as-a-service consultancy that teaches high-ticket service businesses to understand why qualified buyers don't choose them—and design buying experiences where reaching full commitment is the natural conclusion.

We apply the tools of Revenue Psychology and Revenue Intelligence to diagnose revenue problems and design solutions.

The business model is a product company with consulting as a complementary premium tier.

## What Demand Pros Is NOT

* A marketing consultancy per se
* A funnel agency
* A sales enablement firm
* An execution partner
* A time-for-money advisory

*Demand Pros delivers* ***clarity, diagnosis, and design****—not execution in keeping with the Ethical Pickaxe philosophy below.*

# 2. The Two Pillars

Demand Pros' methodology rests on two complementary disciplines:

## Revenue Intelligence™

**Definition:** The discipline of discovering and diagnosing what's actually happening in a buyer's journey—before prescribing solutions.

**Metaphor:** Reconnaissance. Gathering intel on the battlefield before making strategic decisions.

**Output:** A dossier—a clear-eyed assessment of reality, not assumptions.

## Revenue Psychology™

**Definition:** The discipline of applying behavioral science principles to design buying experiences where saying yes feels safer than saying no.

**Metaphor:** Decision architecture. Engineering the environment in which high-stakes choices get made.

**Output:** A design system—principles and architecture for what to build, not just tactics to try.

## How the Two Pillars Work Together

*Revenue Intelligence tells you what's true. Revenue Psychology tells you what to do about it.*

A company might need:

* Just Intelligence: "We don't know why deals stall. Give us the dossier."
* Just Psychology: "We understand our problem. Teach us the principles to redesign."
* Both: "Diagnose us, then show us what to build."

# 3. What Makes Demand Pros Different

Most consultants and trainers focus on one slice of the revenue problem:

* Marketing consultants focus on awareness and lead generation
* Sales enablement focuses on closing
* Customer success focuses on retention

**Demand Pros looks at the entire customer journey through the eyes of the customer**—as distinct from the company's journey with the customer.

To this full-journey view, Demand Pros applies sophisticated frameworks, methodologies, and systems taught in leading business schools by founder Dan Goldsmith.

# 4. Founder Credentials

* Exited entrepreneur with operational credibility
* University marketing professor who trains top-tier strategy consultants
* $200M+ in net sales achieved using these methods
* Unique skill in making Fortune 500-level frameworks accessible to mid-market businesses

# 5. Target Audience: Scaling Steve

For detailed persona research, see Company Strategy document. Below is the messaging-relevant summary.

## Company Profile

|  |  |
| --- | --- |
| **Role** | Founder/CEO or President |
| **Revenue** | $3M – $200M annually |
| **Employees** | 20 – 500 |
| **Sales Team** | 2 – 40 salespeople |
| **Average Deal Size** | $20,000 – $75,000 |
| **Sales Cycle** | 2 – 12 weeks |
| **Annual Marketing Spend** | $500K – $5M+ |

## The Core Situation

Steve built a company that works. He figured out how to win customers, deliver great work, and grow. Then he started scaling—new markets, sales teams, operations. Revenue grew through brute force, but the machine started losing efficiency. The model that worked when he was close to it doesn't transfer cleanly. Growth is getting harder, and he can't pinpoint why.

## What Steve Actually Wants

* Predictable, repeatable growth that doesn't depend on heroics
* Clear visibility into why deals are won and lost
* Freedom to work on the business, not just in it
* Eventually: a company that could be sold without founder dependency

# 6. Key Benefits Sought

What Scaling Steve is actively looking for—the benefits our messaging must address:

1. Unique and powerful insights that explain the marketing and psychological principles that make deals slow down, stall, or go dark, thereby limiting revenue growth.
2. A proven playbook that helps them get chosen more often, without being pushy.
3. Relatable insights about the black box that exists between where most businesses focus (lead generation at the top and closing at the bottom). Team performance, messaging precision, and pipeline instantly improve when trust reduces friction and value builds motivation.
4. A vocabulary to discuss and train trust-based selling, proactively articulating value, and shortening buying cycles.
5. A systematic method for reducing revenue leakage which results in quantifiable gains in conversion efficiency without adding marketing cost.
6. Alignment between marketing and sales that ties to buyer psychology.
7. Reclaimed revenue from leveraging existing opportunities.
8. Decision-grade intelligence that drives actionable, confident, step-by-step business decisions grounded in clear mental models that bring visibility to the entire revenue engine.
9. A non-technical, AI-compatible system that gives superior inputs to leverage AI systems to produce scale.
10. A set of best-in-class, founder-independent best practices so they can grow toward higher revenues and valuation multiples.

# 7. The Enemies

These are the forces working against Scaling Steve—the "baddies" our messaging positions us against:

* Elite, data-driven consulting is locked up by the Fortune 500
* Outdated belief that marketing and sales are separate functions
* Ever-rising tech costs and complexity from Big Tech platforms
* The illusion that everyone else is keeping up with AI-fueled change
* Agencies that overpromise, underdeliver, and rarely last beyond a few years
* Internal confusion about roles, accountability, and performance
* No shared definition of what "good" looks like in the revenue process

# 8. The Transformation: Brand New Day

This is where Steve arrives after working with Demand Pros:

1. Clear psychological insights into why deals stall or slow down
2. A proven playbook to get chosen more often without pushiness
3. Alignment between marketing and sales through buyer psychology
4. Teams share a common vocabulary around trust, value, and motivation
5. Reduced revenue leakage through systemized conversion improvements
6. Reclaimed, measurable revenue from existing lead pools
7. Decision-grade intelligence for confident, data-driven leadership
8. Enhanced team accountability through unified frameworks
9. AI tools now amplify, not confuse, the human sales process
10. Sustainable scale and higher valuation through founder-independent systems

# 9. Voice, Tone, and Visual Language

**Brand Persona: Everyone's Favorite Professor**

He's the professor whose class you actually looked forward to—the one with infectious energy who gets genuinely excited when a concept clicks for you. Professional but clearly passionate. He makes you feel smarter just by how he explains things, connecting concepts to real life so you can see yourself in the problem. He's casual but clearly knows his stuff—the kind of prof who has major teaching energy and drops Nobel Prize research in jeans and rolled-up sleeves.

His look says it all: business casual, quarter-zip, ready to get to work. "I've earned the right to be comfortable, but I still take you seriously. I'm not performing authority—I have it. So I don't need the costume."

**His teaching energy is contagious:**

* Explains complex ideas through stories and metaphors you'll remember years later
* Calls out things that are terrible in a funny, lighthearted way
* Says "here's what they won't tell you in the textbook" and means it
* Calls you on your blind spots in a way that feels helpful, not condescending
* Always rooting for your success, and wanting you be to ‘in on the secrets.”

He's the person you'd call years later for advice. His signal to you is clear: "I'm not going to talk down to you or hide behind jargon. We're going to figure this out together."

**What he's not:** The professor who loves hearing himself talk. Not a gatekeeper. Not hiding behind jargon. Not aloof or inaccessible.

**Brand Voice Summary**

Confident, credible, and genuinely entertaining. We teach with infectious enthusiasm and absolute conviction—because this material has changed our lives and we know it can change yours. The research is rigorous; the delivery is human, funny, and quotable. We make complex things feel obvious through absurd examples and colorful metaphors. When something is genuinely revolutionary, we say so—and we back it up.

**Core Voice Attributes**

* **Passionate:** Contagious energy rooted in genuine conviction. We believe this in our core.
* **Entertaining:** Funny, vivid, memorable. People share what we say.
* **Generous:** We give away much of what we know, while also reserving some content for premium products.
* **Convicted:** When something matters, we say so with full confidence. No hedging.
* **Warm:** Always rooting for the reader. Challenging but never condescending.

**How We Sound**

* Like we're explaining something that genuinely changed how we see the world
* Like we've seen this problem a hundred times and can't believe no one talks about it
* Like we're letting you in on something most people will never figure out
* Like we give a damn whether you succeed or not
* Like the most interesting person at the dinner party who also happens to have the receipts

**How We Don't Sound**

* Lecturing or self-important
* Dry, detached, or overly academic
* Cynical or mean-spirited

**Language Principles**

**Use:**

* Absurd examples and colorful metaphors that stick
* Light profanity for emphasis (sparingly, for punch)
* Hot takes you can screenshot and share
* Concrete proof over vague claims
* "This will change how you see everything..."
* "Most businesses are lighting money on fire because..."
* "Holy shit, when I learned this..."

**Avoid:**

* Jargon for jargon's sake
* Empty hype with no substance behind it
* Pressure tactics that treat the reader like a mark
* Being so careful we become boring

**On Hype: The Conviction Test**

Some things ARE revolutionary. Some insights WILL change how you run your business. Say so—with full throat.

The line isn't "never use strong language." The line is: *Do you believe it in your bones?*

* **Yes?** Say it like you mean it.
* **No?** Frame it so the reader will understand that there are important nuances in this material and their mileage may vary.

Authentic conviction hits different than manufactured urgency. Scaling Steve can smell the difference instantly.

**Tone Shifts by Context**

* **Teaching content:** Peak enthusiasm. Entertaining and energetic. This is where the fun lives.
* **Diagnosing problems:** Direct, a little irreverent. "Here's where it's all going sideways."
* **Challenging assumptions:** Playful, provocative. Hot takes welcome.
* **Delivering breakthroughs:** Full conviction. "This changed everything for me. It will for you too."
* **Calls to action:** Confident invitation. "You in?"

**The Signature Moves**

1. **Name the invisible.** Give language to the forces your audience feels but can't articulate. Instant trust.
2. **Make it quotable.** If it's not worth screenshotting, sharpen it until it is.
3. **Use absurdity to make it stick.** The weirder the example, the longer they remember it.
4. **Land the hot take.** Don't be controversial for its own sake—but don't sand off your edges either.

**Voice Test**

Before publishing, ask:

1. Is this entertaining enough to hold attention?
2. Is there a line worth quoting or sharing?
3. Does the conviction feel earned, not performed?
4. Could the reader see themselves in the problem?
5. Is it professorial but approachable?

If yes to all five, ship it.

## Demand Pros Visual Language For Videos

### The video creation process will have four primary “looks” which each communicate different kinds of information.

### Look #1: Lecture Leak

This is the flagship look for purely educational content. The projection set with a framework or visual filling one side, you on the other, color wash adding dimension to the space. This is where you teach the real material—the frameworks, the psychology, the curriculum that people pay MBA tuition to access.

**The message it conveys:** "This is the actual content. Not the teaser, not the pitch—the thing itself. You're getting what the business school students get."

**Content that lives here:** Long Format core frameworks like the Revenue Black Box, Decision Friction, Trust Architecture, the Conversion Equation. The foundational ideas that everything else builds on. These are longer but accessible teaching pieces that become evergreen assets. The kind of content someone bookmarks, shares with their team, and references six months later.

**The feel:** Keynote speaker at a serious conference. High production value without being slick. A professor who got invited to give the talk, not someone trying to sell you a course.

### Look #2: The Main Stage (Podcast and Primary Content)

The primary set for social influencer content, main angle. The eclectic, professionally lit background that signals taste and credibility without being corporate. This is home base—where most content originates, where the podcast lives, where your personality comes through most directly.

**The message it conveys:** "I'm a real operator with real opinions, not a talking head reading from a script. I've built things, sold things, and taught people who go on to advise Fortune 500 companies."

**Content that lives here:** Podcast conversations, hot takes, reactions to bad marketing advice, myth-busting, the personality-forward content that makes people want to follow you. Also the natural starting point for longer pieces that might shift into Office Hours mid-video.

**The feel:** The expert who also lives in the real world. Smart, opinionated, accessible. The professor you'd actually want to grab a drink with.

### Look #3: Office Hours

Same influencer set, but you've shifted to the monitor angle. Bookshelf in the background, screen in the foreground. This is "Step into my office"—a phrase that can work as a literal transition within longer content or as the anchor for its own series.

**The message it conveys:** "Let me show you what I mean. Not in theory—right here, on screen, with real examples."

**Content that lives here:** Live website teardowns, walking through a Keynote framework in detail, responding to specific questions from your audience, showing how a concept applies to a real situation. This is where Revenue Intelligence becomes visible—you're not just describing the methodology, you're demonstrating it.

**The feel:** The professor who stayed late because you asked a good question. More intimate than Lecture Leak, more practical. You're working through something together.

### Walk and Talk

Mobile, single camera following, shot in a real environment—hallway, campus, outside. This format exists for one reason: when something lands that can't wait.

**The message it conveys:** "I just saw something, heard something, realized something—and I had to tell you before I even got back to my desk."

**Content that lives here:** Timely reactions, a connection you just made between a current event and a principle, something a client said that crystallized an idea, the insight that hit you mid-walk. These are short—90 seconds to 3 minutes.

**The feel:** Urgency without hype. Access to the unpolished moment of realization. The motion signals that this matters enough to interrupt whatever else was happening.

## How They Fit Together

The formats aren't four separate content strategies. They're one system with different modes for different purposes.

**Lecture Leak** establishes the intellectual foundation. This is where you plant the flag on core ideas—the vocabulary, the frameworks, the "here's how this actually works" teaching that positions Demand Pros as the source.

**Office Hours** makes the ideas concrete. After someone watches a Lecture Leak on Decision Friction, they might wonder how it applies to their specific situation. Office Hours shows them—real examples, real screens, real application.

**The Main Stage** keeps the relationship alive between tent-pole pieces. Not every video can be a 10-minute teaching session. The podcast conversations, the quick takes, the reactions—this is the connective tissue that keeps people engaged and reminds them you're a human with a point of view, not just a framework dispenser.

**Walk and Talk** breaks the pattern when it needs to be broken. It's the format that says "this couldn't wait for the studio." Used sparingly, it creates energy and signals that you're actively thinking, not just producing content on a schedule.

# 10. Competitive Positioning

## The White-Space Position

Demand Pros sits at the intersection of academic-grade behavioral science (usually trapped in enterprise consultancy or training formats) and commercial-grade GTM agencies (usually mechanical and data-only).

We uniquely bridge science and systemization: taking behavioral principles (trust, friction, motivation, social proof, mental models) and embedding them directly into sales process, positioning architecture, and marketing frameworks for high-ticket firms.

## Competitive Moat Statement

***"More intellectually credible than demand-gen agencies, more commercially pragmatic than behavioral science labs, and more structurally scalable than individual advisors or gurus."***

# 11. The Ethical Pickaxe Philosophy

Demand Pros sells the vehicle, not the destination.

**The metaphor:** *"This is a sharp, durable pickaxe used successfully by many miners in similar terrain. Here are examples of what other miners have found; your results will depend on where and how you dig. If the tool itself isn't what we promised, we'll make it right."*

### What We CAN Promise

* Specific deliverables
* Specific access
* Specific capabilities the client will gain

### What We DO NOT Promise

* Revenue increases
* Conversion rates
* Specific ROI

Implementation responsibility belongs to the client.

# 12. Brand Terminology Bridge Guide

This section maps proprietary terminology to messaging contexts, clarifying when to deploy branded language versus generic alternatives.

## Core Branded Terms & Usage Context

### 1. Trust Architecture™

**Generic alternative:** Sales process optimization, buyer journey mapping

**Use branded term when:** Describing your overall methodology or system; differentiating from competitors; in proposals, website copy, and thought leadership; training clients on the framework.

**Use generic when:** Initial cold outreach (before credibility is established); academic or educational contexts requiring neutral language; SEO content targeting problem-aware searches.

### 2. The Black Box / Revenue Black Box

**Generic alternative:** Middle-of-funnel, sales pipeline, consideration stage

**Use branded term when:** Diagnosing why deals stall (problem agitation); explaining the gap between lead gen and close; creating "aha moments" in discovery conversations; content positioning you as the expert who sees what others miss.

**Use generic when:** Speaking with prospects using traditional funnel language; integrating with existing CRM/pipeline terminology.

### 3. Decision Friction / Friction Points

**Generic alternative:** Sales objections, buyer hesitation, deal blockers

**Use branded term when:** Explaining why deals slow, stall, or go dark; reframing objections as trust gaps (not price or timing issues); training sales teams on root cause analysis.

**Use generic when:** Initial problem identification with prospects unfamiliar with the framework.

### 5. Revenue Leakage

**Generic alternative:** Lost deals, pipeline attrition, conversion drop-off

**Use branded term when:** Quantifying the cost of inaction; creating urgency around fixing the black box; ROI conversations and business cases; CFO/CEO-level discussions.

**Use generic when:** Never—this term is universally understood and carries urgency.

### 6. Conversion Efficiency

**Generic alternative:** Close rate, win rate, conversion rate

**Use branded term when:** Discussing outcomes without adding marketing cost; positioning gains as efficiency (not just effectiveness); appealing to operators focused on unit economics.

**Use generic when:** Benchmarking against industry standards.

### 7. Decision-Grade Intelligence

**Generic alternative:** Insights, data, analytics, reporting

**Use branded term when:** Differentiating from dashboards that inform but don't direct action; emphasizing clarity and confidence in decision-making; positioning your deliverables as superior to standard consulting outputs.

**Use generic when:** Technical discussions about data sources or integrations.

### 8. Revenue Engine Visibility

**Generic alternative:** Pipeline visibility, sales analytics, funnel metrics

**Use branded term when:** Describing the holistic view your system provides; contrasting with siloed marketing/sales reporting; selling to operators who think in systems, not departments.

**Use generic when:** Integrating with existing tech stack language.

## Quick Reference: Branded Phrases for Key Contexts

### Tagline/Positioning

* "Be Found. Be Chosen."

### Problem Agitation

* "The black box where deals go to die"
* "Trust friction that kills motivation"
* "Revenue leaking from your existing pipeline"

### Solution Framing

* "Trust Architecture methodology"
* "Decision-grade intelligence"

### Outcome Language

* "Conversion efficiency without added marketing cost"
* "Founder-independent, AI-compatible systems"
* "Marketing and sales alignment grounded in buyer psychology"

— End of Brand Messaging & Voice Guide —

*For detailed persona research, SWOT analysis, and strategic foundations, see Company Strategy document.*