PROFOUND

MESSAGING | POSITIONING | COPYWRITING

Say what you do, and sound like you.

Messaging and positioning for B2B brands

There are some telltale signs that your messaging and positioning need some work. Perhaps…

- You find it hard to explain what you do, and why it matters
- Your messaging feels a bit vague or confusing
- You say different things in different places
- You sound a lot like everyone else in your space

As brands and founders grow and change, this happens to almost everyone. Over time, the muddle compounds. The fix is strong core messaging and positioning, which brings clarity inside and out, and makes everything else you write easier.

How I work

I don't invent messaging and hand it back to you. I listen, research and ask lots of questions, then reflect back who you are and what you do, so the words you end up with feel and sound like you.

What you'll get

- A clear understanding of your positioning and what makes you different
- Messaging that's consistent and memorable wherever you show up
- Stronger proposals and sales pitches
- A toolkit of ready-to-use words, so you're not starting from scratch each time
- A way to compete on value, not just price

Why this matters for SEO and AI search

More people now find suppliers using AI search, and these tools piece together what's said about you across your website, content and profiles. If you describe yourself differently in every place, they struggle to work out who you are and when to recommend you. Clear, consistent messaging helps your search engine optimisation (SEO) and be understood by people and by AI.

PROFOUND

MESSAGING | POSITIONING | COPYWRITING

Pricing

Messaging essentials	Messaging & positioning (Most popular)	The complete brand voice
From £1,500	**From £3,800**	**From £6,000**
A clear starting point. Positioning, core messaging and a one-page summary you can share with your team.	The full process. Research, interviews and a messaging toolkit, so everything you write flows from one clear message.	Messaging and positioning, plus tone of voice and house style, so you sound consistent whoever's writing.
Best for smaller businesses and startups	*Best for growing brands whose messaging has got tangled*	*Best for brands wanting consistency across every channel*

Not sure which is right? Tell me a bit about your business and I'll recommend one. Prices depend on the size of your business and the number of stakeholders involved, and I'll always give you a fixed quote before we start.

If you'd like to talk it through, get in touch for a no-pressure chat.

Liv

Olivia Dunn
Profound Copywriting, Messaging & Positioning
olivia@beprofound.co.uk | 07748 166943 | http://www.beprofound.co.uk

PS. Here are my Ts & Cs, which outline how I work in more detail.

"I'd highly recommend Liv to any business that wants to properly understand its positioning and communicate its value with more clarity and confidence."
- **Oliver Dickinson, Founder, Different View Ltd**

I FOLLOW THE COPYWRITER CODE
PRO COPYWRITERS — PRO MEMBER —
PRO COPYWRITERS STRATEGIC COPYWRITER
Insured through PolicyBee