

BUILD A BRAND THAT SELLS

**THE SME
MARKETING GUY**





Quick Intro...

In a world overloaded with options, branding isn't just design, it's survival. *Build a Brand That Sells* gives founders, entrepreneurs, and marketers the roadmap to turn their business into a magnetic brand that attracts, builds trust, and drives growth.

Packed with actionable insights and proven strategies, this ebook is your guide to building a brand that doesn't just look good, but performs.

The 3 Things You'll Learn...

01 Create a Brand Identity



Learn how to define your brand's mission, values, and positioning with such clarity and precision that your audience instantly understands what you stand for, what makes you different, and why they should care.

02 Speak to the Right People with Messages That Move



Discover how to identify your most valuable audience segments, uncover what truly motivates them, and craft emotionally resonant messages that turn passive onlookers into loyal brand advocates.

03 Turn Trust into Transactions Without Feeling "Salesy"



Master the art of building trust through credibility signals, nurturing prospects with value-driven content, and making aligned offers that feel authentic, inevitable, and fully aligned with your brand promise.

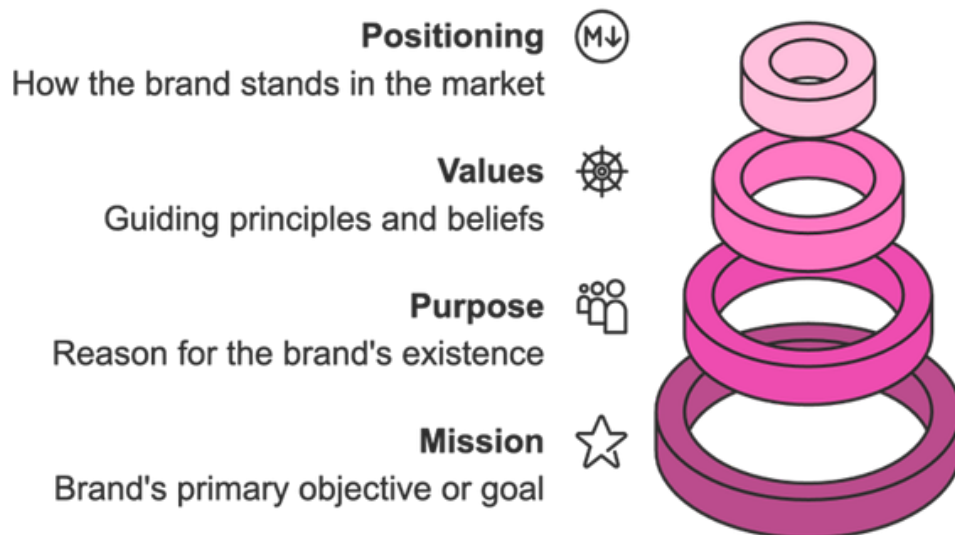
A photograph of three young adults (two men and one woman) standing side-by-side, smiling slightly. The image is overlaid with a teal gradient. The text is centered in white, sans-serif font.

In a crowded
market, it's your
brand not your
product what earns
trust, sparks
connection, and
turns attention into
lasting loyalty

START WITH THE CORE

People see around 10,000 brand messages each day. To stand out: You need a crystal-clear brand core: your mission, purpose, values, and positioning.

According to research by CEB (now Gartner), 64% of consumers choose brands primarily because of shared values. When customers trust brands with a clear DNA, they experience consistency across every engagement, leading to deeper loyalty and advocacy.



Your brand's core functions like a genetic code that determines everything else: how you look, what you say, where you show up, and ultimately, who buys from you. Without this foundation firmly in place, even the most beautiful logo or clever marketing campaign will ultimately fall flat, failing to create lasting connections with your audience.

In this chapter, you'll master the three essential building blocks of a brand that genuinely attracts your ideal audience: mission and purpose, values and personality, and unique positioning. Every branding decision that follows will come from the foundation we build here.

Define Your Brand Mission & Purpose

Mission is what you do every day. It's the practical work your team performs. It focuses on the tangible activities and services you provide to solve specific problems.

Purpose is why you exist... the very change you want to make in the world. It speaks to the meaningful difference your organisation creates beyond just making money.

Together, these elements guide your team's strategic decisions while attracting people who share your vision. When articulated clearly, they become powerful filters that help the right customers self-select and connect with your brand on a deeper level.

- What specific problem does your work solve?
- Who benefits most directly from your solution?
- What would disappear if your business ceased to exist tomorrow?
- What larger change are you trying to create?
- What drives you to continue this work beyond profit?

Draft a single-sentence mission that explains what you do, and a purpose statement that captures why it matters. Avoid industry jargon and buzzwords. Just speak plainly about the difference you make.

Imagine a designer who shifts from "general design work" to "designing accessible websites for small charities." This clarity helps them stand out in a crowded field, attracting clients who value their specific focus and expertise.

Watch out for mission creep (trying to be everything to everyone), vague statements that say nothing meaningful, and teams that can't explain the mission in their own words.

Your mission should be specific enough to attract your ideal audience while giving clear direction to your team.

Clarify Your Brand Values and Personality

If mission and purpose are your brand's heart, values are its character. Effective brands operate from 3–5 core values that serve as decision filters and culture builders. These values directly shape your brand personality: how you sound, behave, and make customers feel when they interact with you.

Start by listing 15–20 possible values. Then remove the least vital ones until only 3–5 remain. These become your guiding principles for decision-making and communication. Every team member should read and feel these values, not just the marketing department, as they shape interactions at every level of your organisation. The key is translating abstract values into observable behaviours and content themes:

Value	Observable Behaviour	Customer Benefit
Transparency	Sharing the pricing structure openly	Feels respected, no hidden costs
Creativity	Presenting multiple solution approaches	Receives innovative, customised work
Accessibility	Offering sliding scale options	Feels included regardless of budget

Your core values shape your voice. Choose three words (e.g., bold, warm, expert) to guide your tone in every email, post, and call. This consistency builds trust with your audience, as they come to recognise and appreciate your distinct personality across all communication channels.

Values aren't meaningful until they're enacted. Compare two coffee shops that both claim "community" as a core value. Shop A hosts weekly local events, knows regulars by name, and sources beans from neighbourhood roasters.

Shop B simply has "community" in its mission statement, but operates like any chain. Customers intuitively sense the difference and gravitate toward authenticity.

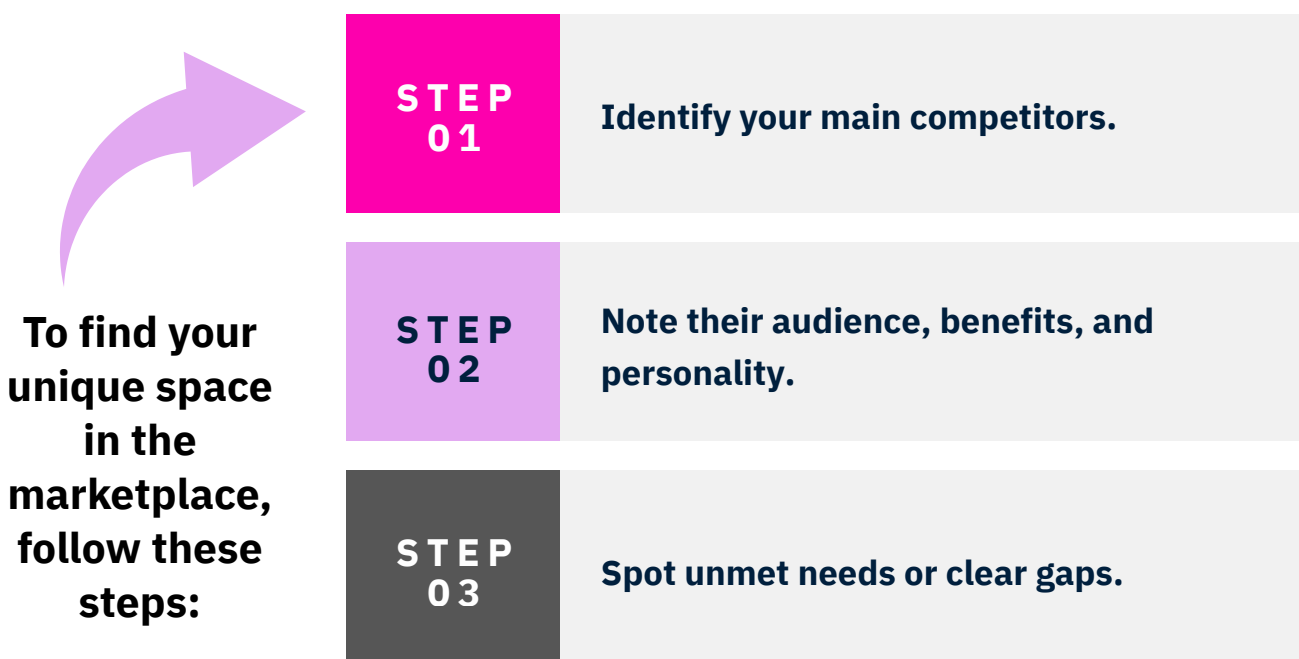




Create Your Unique Positioning Statement

Your positioning statement is the strategic "elevator pitch" that places your brand in the market. It answers the critical question: "Why should customers choose you instead of alternatives?" A good positioning statement can guide even product and service ideas, not just messaging, becoming a filter for innovation and development.

A template you can use to craft your positioning statement is "For [target audience], we are the [type of offering or business] that [key benefit or solution] because [core reason or differentiator]." This concise statement clarifies who you serve, what you offer, and why it matters. It helps ensure your brand remains focused, aligned, and relevant as you grow and evolve.





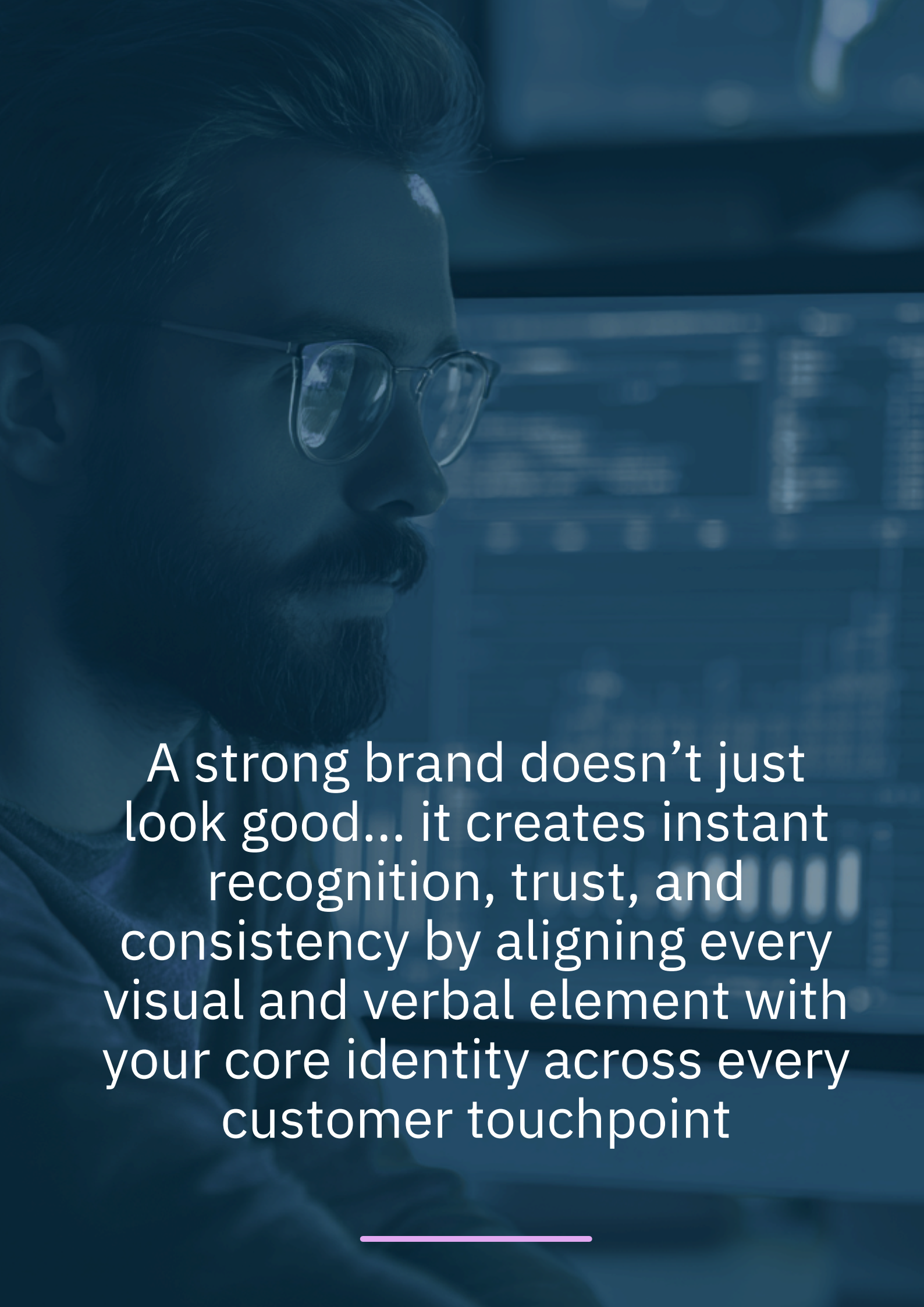
The most powerful positioning includes concrete proof that supports your claims. This might be data, testimonials, or proprietary methods that demonstrate why you can deliver on your promises better than competitors.

To see this in action, imagine two small music apps: one that sells songs, another that offers personalised playlists and social sharing. The latter stands out because it meets a need the first ignores. This clear differentiation helps carve out a distinct category that appeals to listeners seeking more than just music purchases.

Before finalising your brand positioning, ensure it communicates a clear, differentiated value proposition that connects beyond industry jargon. Test your statement with individuals outside your sector to validate clarity, relevance, and impact. If it fails to prompt interest or understanding, refine the language until it aligns with the priorities and pain points of your target audience, backed by evidence, not assumption.



Back every brand claim with clear proof... data, testimonials, or unique methods. Without evidence, your positioning is just noise. A focused mission, values, and positioning form your brand's foundation... capture them clearly before building out your visual and verbal identity.

A man with a beard and glasses is shown in profile, looking towards the right. He is wearing a dark shirt. The background is a blurred computer screen displaying various data and charts. The entire image has a blue tint.

A strong brand doesn't just look good... it creates instant recognition, trust, and consistency by aligning every visual and verbal element with your core identity across every customer touchpoint

SPEAK TO THE RIGHT PEOPLE

The difference between a good brand and a great one often comes down to a simple truth: knowing exactly who you're talking to.

Many buyers say that relevance, not flashy design or clever slogans, is what ultimately converts their attention into action. Your brand must therefore connect with specific people who have specific needs rather than trying to appeal to everyone.

Find Your Audience Sweet Spot

The key to success lies in identifying the niche that benefits most from your unique positioning by understanding your audience through multiple perspectives.

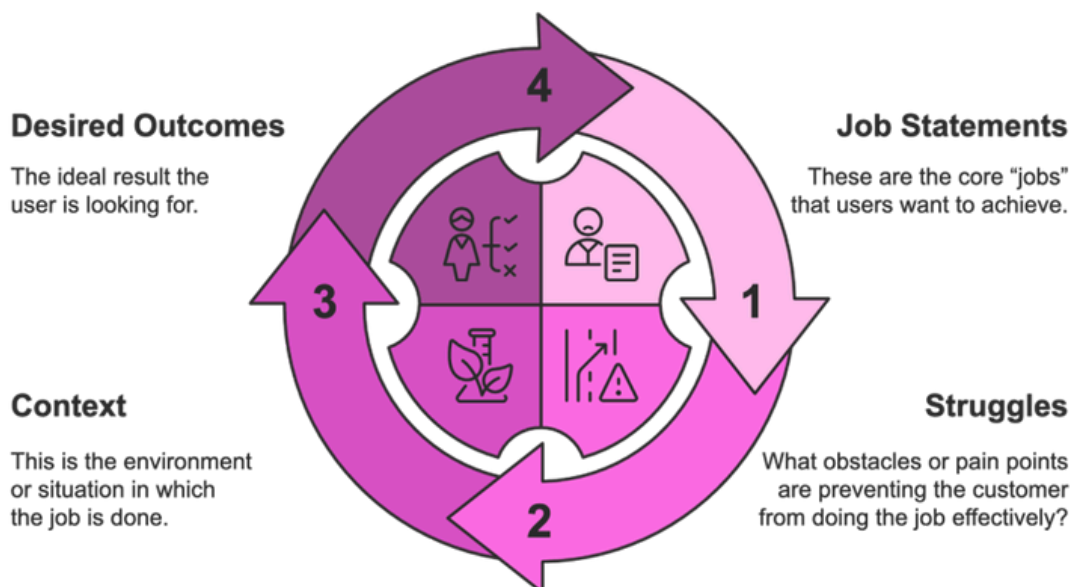
Demographics such as age, location, income, and education level tell you the measurable facts, but they reveal only surface characteristics. Psychographics take you deeper by uncovering the why behind purchases: the values, attitudes, aspirations, and lifestyle choices that drive decisions. Most powerful of all are behavioural factors, particularly the jobs-to-be-done (JTBD) framework, which identifies what people actually want to accomplish when they use your product or service.

Segmentation Type	What It Reveals	Example Data Points
Demographic	Who they are	Age 35–45, £75K+ income, urban professionals
Psychographic	Why they buy	Values sustainability, seeks belonging, fears missing out
Behavioural/JTBD	What they need done	"Help me eat healthy without thinking about it."

To uncover your ideal segments, probe issues such as what keeps them up at night, what would make them feel like heroes in their own stories, what value conflicts they experience (like wanting convenience while feeling guilty about environmental impact), what aspirational identity they're moving toward, and whose opinions matter most to them when making decisions. These insights help you connect on a deeper, more human level.

A small fitness studio divided its audience into three segments based on primary motivations: those seeking accountability for habit formation, those wanting social connection through group experiences, and performance-focused members tracking measurable improvement. By tailoring everything from class descriptions to instructor training for each group's specific needs, the studio achieved retention rates 42% higher than industry averages, all while maintaining its consistent brand voice and core values.

The **jobs-to-be-done framework** deserves special attention because it transcends traditional demographic boundaries. Rather than focusing on who people are, it explores what they're trying to accomplish in specific circumstances.



Jobs-To-Be-Done Framework

This focuses on the underlying motivation driving a purchase decision. Not the product features, but the progress the customer wants to make in their life. JTBDs typically combine functional elements ("get from A to B") with emotional and social dimensions ("feel independent" or "be seen as successful"). This approach is powerful because it reveals shared needs across diverse groups - like a university student and a senior executive both using the same meal service to "eat healthy without thinking" - and these common jobs-to-be-done can be uncovered through interviews, social listening, and targeted polls.

Create Messages That Move People

Once you understand who you're speaking to, you need to translate your brand's unique positioning into messaging that resonates with each segment's specific needs. This doesn't mean changing your brand voice, which should remain consistent, but adjusting the specific benefits you highlight and examples you use.

Start with a clear story that ties everything together, then highlight the benefits each group cares about and back up your claims with solid evidence. This messaging architecture connects your brand promise directly to each segment's specific drivers.

A small productivity app demonstrated this transformation perfectly. Their original messaging read:

"Our AI-powered task management solution increases productivity by a proven 27%."

After research revealed their audience's true emotional drivers, they changed it to:

"Stop drowning in to-do lists. Finish your workday by 5pm... even on Mondays."

The second version speaks directly to the emotional pain point (feeling overwhelmed) and desired outcome (work-life balance) that research identified as the true job-to-be-done.



Don't just define who your audience is... dig into what they're trying to achieve. The most effective brands segment by motivation, not just demographics, uncovering the deeper goals that unite diverse groups and drive buying decisions.



Awareness

Consideration

Decision

Loyalty

Different messages resonate at different stages of the buyer's journey. To maximise impact, map your communication to the above four key phases.

Awareness - Focus on the problem and emotional triggers through aspirational stories and surprising statistics that make people recognise their need.

Consideration - Introduce your unique approach with case studies and comparisons that demonstrate why your method works.

Decision - Provide concrete reasons to choose you using specific benefits and ROI calculations that overcome hesitation.

Loyalty - Reinforce the relationship through community building and exclusive insights that turn customers into advocates.

A niche beauty brand exemplifies this approach by using different messaging at each stage: first highlighting skin confidence issues through user-generated content (UGC), then showcasing their science-backed formulation process, followed by before-and-after results with satisfaction guarantees, and finally creating an exclusive "insider" community for loyal customers.

This strategic message mapping doubled their conversion rate because it met people exactly where they were in their journey.



Keep your voice consistent, but tailor your message to match each audience segment and stage of the buyer journey. Highlight the right benefits, trigger the right emotions, and ALWAYS back it up with proof...



Build Emotional Connections That Last

While logical benefits matter, neuroscience research confirms that most purchasing decisions happen in the brain's emotional centre (system 1) rather than its analytical region (system 2). This explains why brands that forge emotional connections enjoy significantly higher loyalty rates and customer lifetime value.

The most successful brands identify emotional triggers that authentically align with their existing brand personality. These emotional connections aren't manipulative, they're an honest extension of your brand values expressed in ways that resonate with your audience's deeper needs.

Emotional Trigger	Description	How Brands Activate It
Belonging	Desire to connect with others	User communities, branded hashtags
Achievement	Need to accomplish goals	Progress tracking, celebration rituals
Security	Seeking safety and stability	Guarantees, transparency practices
Autonomy	Wanting control and freedom	Customisation options, flexible terms



The strongest brand-consumer bonds often develop through rituals... recurring touchpoints that connect your community. A direct-to-consumer skincare company mastered this approach by creating Instagram-worthy packaging that customers ceremonially unbox and share online.

This ritual satisfied both functional needs (skincare) and emotional ones (belonging to an exclusive community). The emotional connection translated directly to business results, with 70% of their growth coming from peer-to-peer recommendations rather than paid advertising.

To maintain relevance as your audience evolves, establish feedback loops through regular conversations, social listening, and data analysis. The most resilient brands view their audience understanding as a living document rather than a static target. Schedule quarterly reviews of your customer insights to ensure your messaging and emotional connections remain relevant.

When your brand speaks directly to the right people with messages that address their actual needs and emotional drivers, marketing stops feeling like pushing and starts feeling like magnetism, drawing your ideal customers naturally toward you.



Build brand rituals that create emotional connection and community - then reinforce them with regular feedback loops. When your brand feels personal and responsive, you won't need to chase customers... they'll come to you.




Map Your Message Strategy

When you understand who you're speaking to and what moves them emotionally, you need a systematic way to deliver the right messages at the right time. This requires mapping your communication across three key dimensions: the buyer's journey, emotional triggers, and proof points.

Think of your message strategy like a conversation that deepens over time. In the awareness phase, you might share surprising statistics about a problem your audience faces. During consideration, you'll introduce your unique approach through case studies. At the decision stage, you'll provide concrete ROI calculations. Finally, in the loyalty phase, you'll reinforce the relationship through exclusive insights and community building.

This ongoing dialogue helps turn one-time buyers into long-term advocates. Each message should trigger specific emotions while maintaining your brand voice. Your message architecture should connect these elements:

Journey Stage	Primary Emotion	Key Message	Proof Point
Awareness	Curiosity	Challenge the status quo	Industry statistics
Consideration	Trust	Show a unique approach	Case studies
Decision	Confidence	Demonstrate value	ROI calculator
Loyalty	Pride	Build community	Success stories

A photograph of two young women with long hair, one with reddish-blonde and one with blonde, both wearing dark aprons over patterned shirts. They are smiling slightly and looking towards the camera. The image has a dark blue overlay.

Great brands focus their presence where it matters most, delivering consistent content across key platforms to build trust, recognition, and results

TURN TRUST INTO TRANSACTIONS

Trust powers purchasing decisions. You've built a brand with a clear core, distinctive look, compelling voice, and strategic visibility. Now comes the critical step of converting that foundation into revenue. The key is building that bridge between brand awareness and sales without compromising your authentic identity.

Strengthen Credibility at Every Touchpoint

Before anyone gives you their money, they need clear signals that your brand deserves their trust. These signals work almost invisibly, creating an environment where buying feels natural rather than forced.

The most powerful trust builders include authority markers (certifications and awards), transparency elements (clear pricing and ingredient lists), and consistency in experience (matching promises to delivery).

Your website and marketing materials should prominently display these high-impact trust signals:

Touchpoint	Trust Signal	Desired Micro-Conversion
Homepage	Hero testimonial + press logos	Email sign-up
Product page	Third-party reviews + detailed specifications	Add to cart
Checkout	SSL badge + money-back guarantee	Completed purchase
Post-purchase email	Behind-the-scenes content	Social share or review

Design a Value-First Nurture Funnel

Few people buy during their first encounter with your brand. According to Salesforce research, it takes 6-8 touches before someone becomes a qualified lead. Strategic nurturing bridges curiosity to commitment, guiding prospects through a value-focused journey that builds both trust and desire.

The most effective nurture sequences align content with specific buyer journey stages:

Journey Stage	Primary Question	Best Content Format	Brand Tone Cue
Awareness	"Is this relevant to me?"	Educational blog / quick video	Curious and inspiring
Consideration	"Can they solve my problem?"	Case study/demonstration	Confident and helpful
Decision	"Is it worth the investment?"	ROI calculator/comparison	Direct and reassuring
Loyalty	"What else can I learn/get?"	Insider tips / community access	Warm and inclusive

Power Up Your Nurture Funnel

Personalised email marketing consistently outperforms generic outreach, making it essential to build a value-first nurture funnel that connects emotionally and solves real problems. One B2B software brand used a 14-day personalised email sequence - featuring tutorials, success stories, and usage tips - to convert 32% of trial users.

Keep your brand voice strong in every message (even technical ones), and review your sequences quarterly to stay aligned with evolving customer needs.



Make Aligned Offers That Feel Inevitable

When your offer perfectly mirrors the values and solves the problems you've been messaging, conversion feels natural rather than forced. This alignment creates "conversion momentum" where each piece of content builds anticipation for the eventual purchase opportunity.


Your offer architecture should include a low-risk entry point that demonstrates value (like a free trial or small purchase) and your signature "hero" offer that solves the core problem you address. For deepening relationships, add premium continuity options such as subscriptions or VIP access. Each component should maintain your visual identity and voice while addressing progressively deeper customer needs. Most importantly, every product or service must reflect your brand's mission, values, and unique positioning, so if an offer doesn't align with your core, it doesn't belong in your line-up.

The post-purchase experience transforms first-time buyers into repeat customers and advocates. Implement thoughtful onboarding sequences that help customers achieve quick wins with their purchase. Include unexpected delight moments that reinforce your brand personality, such as handwritten notes or small surprises that align with your values. And time your review requests when satisfaction typically peaks—usually after the customer has experienced success with your product, not immediately after purchase.

A boutique fitness studio structured its offers in complete alignment with its core "community" value. Beyond basic class packages, they introduced a premium membership that included exclusive community events and personalised coaching. This value-aligned upsell increased their customer lifetime value by 27% within six months. When offers authentically extend the brand promise you've established through your mission and positioning, customers eagerly stay and spend more.



The strongest brands understand that conversion isn't a hard switch from nurturing to selling, it's a natural extension of the relationship you've been building. When your credibility signals, nurturing content, and offers align with the brand foundation you've established in previous chapters, transactions become the logical next step in an ongoing relationship rather than a one-time event.



Strong brands aren't built overnight... they evolve through strategic consistency, purpose-driven execution, and a momentum-driven system that transforms every touchpoint into measurable growth

YOUR BRAND, YOUR GROWTH ENGINE

A small artisanal soap company in Dundee, Scotland, transformed from a three-product Etsy shop into a national brand with 100,000 loyal customers in just five years. Their secret? A relentless focus on brand consistency, feedback loops, and strategic evolution that turned every customer interaction into momentum for growth.

In business, a flywheel is a self-reinforcing cycle where each step builds momentum for the next, exactly what this brand created.

You've built a comprehensive brand system through defining your core identity, crafting visual and verbal elements, connecting with your audience, showing up strategically, and converting trust into sales. Now it's time to transform these separate elements into a self-sustaining growth engine that scales with your business.

Build the Brand Growth Flywheel

A brand flywheel creates compounding momentum, unlike traditional marketing funnels that lose prospects at every stage. Think of it as a loop that gets stronger over time, where each component feeds energy into the next, creating more power with each rotation.



A brand flywheel is a self-sustaining growth system where each strategic action (like refining your identity, showing up consistently, and gathering feedback) fuels the next. Start by focusing on six areas: core, expression, audience, visibility, conversion and advocacy... When every part works together, your brand gains lasting momentum.

Stage	Primary Objective	Key KPIs	Recommended Tools
Core	Define and refine positioning	Net Promoter Score (NPS), brand perception surveys	Strategy workshops, competitive analysis tools
Expression	Create a consistent visual/verbal identity	Brand recognition, design system usage	Brand guidelines, design templates
Audience	Deepen understanding of customer needs	Engagement rate, social sentiment	Customer interviews, social listening tools
Visibility	Appear in high-value channels	Share of voice, organic mentions	Content calendar, channel analytics
Conversion	Turn trust into transactions	Conversion rate, customer acquisition cost	A/B testing, sales attribution tracking
Advocacy	Activate customers as promoters	Referral rate, user-generated content volume	Review platforms, ambassador programs

Momentum only builds when every stage feeds the next.

Each component serves both functional needs (what you measure) and emotional needs (how customers feel).

- Your core positioning builds functional clarity and emotional resonance.
- Your expression creates recognition and trust.
- Your audience's understanding generates relevance and belonging.
- Your visibility creates awareness and anticipation.
- Your conversion process delivers value and satisfaction.
- Your advocacy program reinforces community and pride.

Digital tools like social listening and analytics dashboards help you spot early trends and make timely adjustments, keeping your flywheel moving before issues impact performance.

Measure, Learn, and Iterate

A thriving brand requires both hard numbers and human stories. Build a living brand dashboard that combines quantitative metrics with qualitative feedback, such as comments, interviews, or observations that explain why people feel the way they do.

The metrics that truly matter for brand health include:

Metric	Why It Matters
NPS	Measures the likelihood to recommend your brand
Brand search volume	Shows genuine interest in your name
Engagement rate	Tracks meaningful audience interaction
Conversion rate by touchpoint	Reveals where trust transforms into action
Repeat purchase percentage	Indicates satisfaction and loyalty
Customer lifetime value	Quantifies the long-term relationship worth
Share of voice	Measures your presence versus competitors
Average review rating	Reflects public perception quality
Referral rate	Shows advocacy in action
Cost per acquisition	Tracks efficiency of your brand system

Your metrics should focus primarily on measuring relevance across different segments and touchpoints. Keep in mind that for most buyers, it's relevance, not witty messaging or polished design, that ultimately drives them to take action.

For qualitative insights, establish places where you gather customer opinions, such as customer roundtables and UX (user experience) recordings. Combine surveys, sales data, and real customer comments in one dashboard to see the complete picture. The secret is creating structured processes to convert these insights into actionable improvements.

A quarterly metric review creates a vital rhythm for your brand evolution.

Brand equity score combines awareness, perceived quality, customer loyalty, and positive associations. This holistic measurement, tracked through regular surveys, helps you gauge how your market perceives your brand compared to competitors and whether your flywheel is gaining momentum over time.

Future-Proof Your Brand Culture

Your brand isn't a static asset, it's a living organism that thrives or withers based on how it's nurtured throughout your organisation. As you grow, embed brand thinking through simple rules and team habits that keep everyone on brand.

The five most common pitfalls when scaling a brand include:

- Shiny-object syndrome (chasing trends that contradict your core)
- Inconsistent onboarding (new team members misinterpreting the brand)
- Ignoring employee feedback (missing internal brand-reality gaps)
- Copy-cat visuals (diluting distinctiveness to look like competitors)
- Neglecting legacy customers (focusing only on acquisition)

Each pitfall, such as chasing trends, poor onboarding, ignoring feedback, copycat visuals, or neglecting loyal customers, can slow your brand's flywheel. Avoiding them takes more than awareness; it requires intentional and ongoing action.

Small teams can stay aligned by running quarterly brand sprints to review feedback, audit touchpoints, and fine tune execution, keeping the brand connected to its core and moving forward.



Brand governance

Brand governance is a clear way to decide who approves new designs or messages so nothing slips off-brand. This goes beyond static guidelines to include decision frameworks, approval workflows, and regular review cycles that evolve with your business.

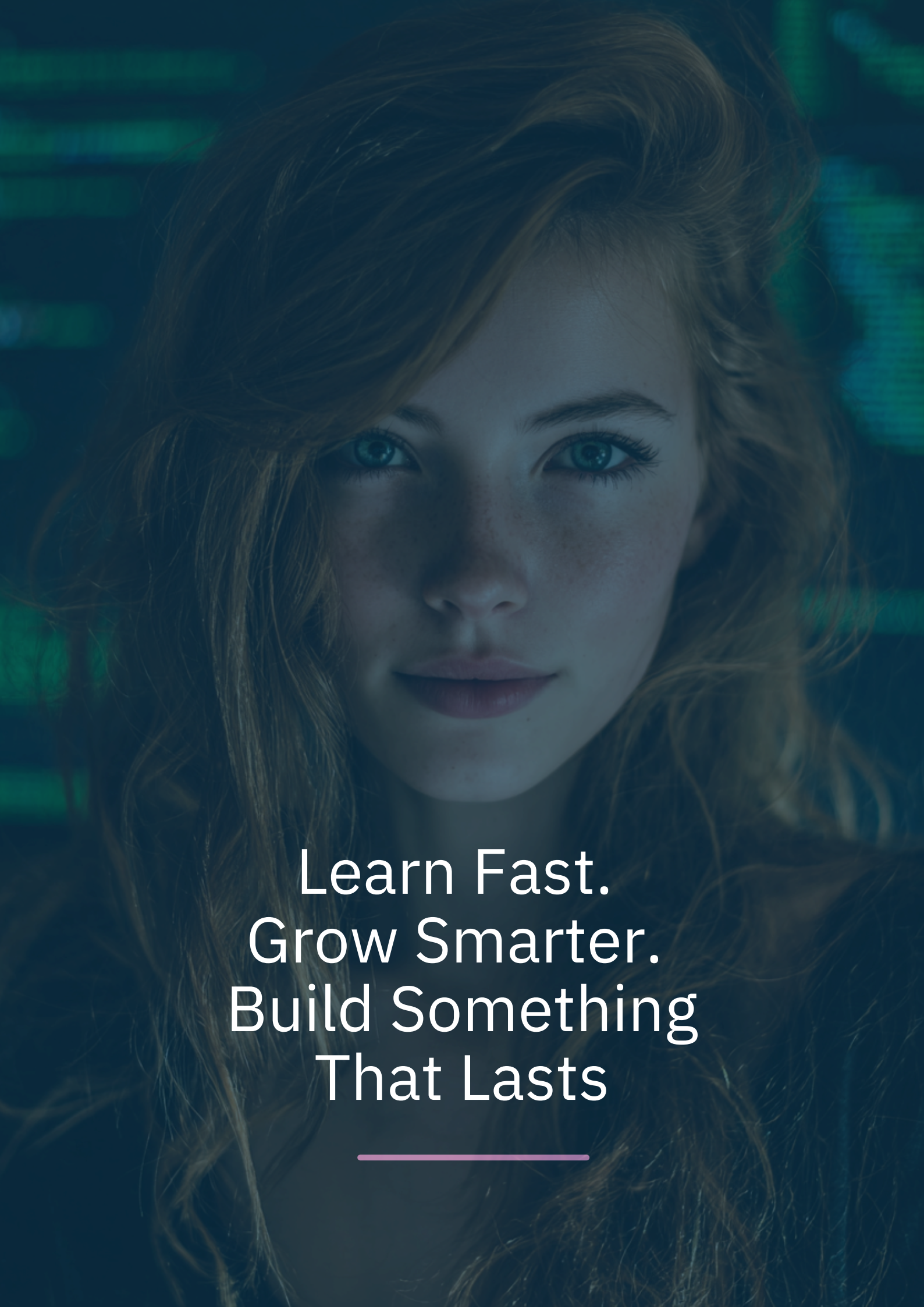
To embed your brand in daily operations, create meaningful internal rituals. A monthly "brand wins" meeting where teams celebrate exceptional examples of your brand promise delivered in real customer interactions reinforces what great looks like.

Quarterly brand reflection days give everyone space to reconnect with your purpose and contribute improvement ideas from their unique perspective. These practices transform brand from a marketing concept into a shared cultural asset.

Keep the creative spark alive by setting aside 10–15% of your marketing budget for experiments that explore fresh expressions of your core values. Create a simple framework for testing new channels or approaches without diluting your identity. Each experiment should advance rather than confuse your brand story, pushing boundaries while maintaining the fundamental brand promise.

Your brand is now a complete growth system.. a continuously improving engine that translates your core identity into meaningful customer relationships and sustainable revenue. The combination of a well-maintained flywheel, thoughtful measurement practices, and supportive internal culture forms a single system that drives both current performance and future potential.

Revisit your brand core annually while optimising the flywheel quarterly, letting your brand evolve alongside your business and customer needs.



Learn Fast.
Grow Smarter.
Build Something
That Lasts



Want to turn this Playbook into practical use? (and ask AI to help cheat)

1) Open ChatGPT and start a new chat.

2) Upload this Playbook by hitting the + button.

4) Copy and paste the below into the dialogue box (editing the relevant part)...

“You are my email marketing specialist. First and foremost scan my website: [enter url] to understand what I do, my brand and my tone. I’ve attached the playbook “Build A Brand That Sells” - please ensure you follow it’s theory, guidance and advice.”

followed by any of the below prompts...

Brand Core & Identity

- “Help me draft a clear one-sentence mission statement and a purpose statement for my business. I’ll share what we do, why we do it, and who we serve.”
- “Based on my industry and goals, suggest 10 possible core values and help me narrow them down to the 3-5 most powerful ones, with observable behaviours linked to each.”
- “Using the positioning statement template (“For [audience], we are the [business type] that [benefit] because [differentiator]”), help me write and refine my brand positioning.”

Audience & Messaging

- “Guide me through segmenting my audience using demographics, psychographics, and jobs-to-be-done. I’ll provide my business details, and you’ll map out 3 customer personas.”
- “Rewrite my current brand message so it speaks to the emotional drivers of my audience, using belonging, achievement, security, or autonomy as triggers.”
- “Help me create a message architecture across the buyer journey: awareness, consideration, decision, and loyalty.”



Trust & Conversion

- “Audit my website copy and highlight where trust signals are missing. Suggest specific fixes like testimonials, guarantees, or transparency elements.”
- “List 10 trust signals I can add to my website or marketing materials to increase conversions without feeling ‘salesy.’”
- “Design a value-first nurture funnel for my business with a 5-email sequence: what should each email focus on?”
- “Help me structure aligned offers for my business: an entry-level product, a core ‘hero’ offer, and a premium upsell that reflect my brand values.”

Flywheel & Growth

- “Turn my brand into a growth flywheel. Based on my current stage, suggest actions for each part: core, expression, audience, visibility, conversion, advocacy.”
- “Suggest a dashboard of key metrics I should track to measure my brand health and momentum over the next quarter.”
- “Give me 5 ideas for simple brand rituals that could build emotional connection and loyalty with my customers.”

Become a ChatGPT Prompt Master

In this Playbook, entrepreneurs learn how to create prompts that save time, spark ideas, and sharpen results. From marketing posts to admin tasks, you’ll master practical ways to use AI daily and build a reusable prompt library to streamline their business... Available NOW in the Vault.



WHO IS THE SME MARKETING GUY?

The SME Marketing Guy is built around a simple idea: marketing should be accessible, practical, and actually make a difference to your business.

I'm Ed Carney, a commercially focused marketer with over 25 years' experience working within fast-paced, high-growth businesses, partnering with senior teams to drive real commercial results. I've built and delivered digital marketing, PR, brand propositions and strategic marketing plans, alongside CRM systems and AI-led automation, generating over £1m in annual revenue impact and achieving 400%+ ROI.

Everything here is based on real-world delivery, turning complex ideas into clear, practical marketing that generates enquiries, strengthens your pipeline, and supports growth.

The SME Marketing Guy is my way of making that experience available to small businesses without the cost, complexity, or commitment of a traditional agency. You can take the strategies for free and apply them yourself, or work with me directly to put them into action in a way that fits your business and your budget.



If you'd like help putting any of this into action within your business, The SME Marketing Guy can work with you directly to implement it in a way that's practical, focused, and aligned to your goals.

Whether you need support refining the approach, prioritising what to do first, or getting everything set up and moving, you don't have to figure it out alone.

If that sounds useful, get in touch and we can have a straightforward conversation about how to move things forward.

DISCLAIMER

This playbook has been created by The SME Marketing Guy to provide small businesses with clear, practical marketing guidance. Every effort has been made to ensure the content is accurate, relevant, and useful at the time of publishing.

Marketing is always evolving, and results will vary depending on your business, market, and how the strategies are applied. This guide is designed to offer proven, real-world insights, but should be used as a practical resource rather than a substitute for tailored advice.

The SME Marketing Guy is not liable for any decisions made based on this content or for any outcomes resulting from its use. You are encouraged to adapt the ideas and approaches to suit your specific goals and circumstances.

If you'd like support putting any of this into action, you can get in touch directly to discuss your business and how it can be applied.