

The Foundation

Stop sounding like everyone else. Get your story straight in 60 minutes. Build on it for 30 days.

Who it's for:

THE STARTUP: Getting your story right from Day 1, before you waste time and money on the wrong message.

THE PLATEAUED: Finding out why your growth has stalled and fixing the message that's holding it back.

THE SCALER: Making sure your team, website, and pitches all tell the same story.

A 60-MINUTE, VIDEO-GUIDED
SPRINT THAT GIVES YOU THE
BRAND STORY THAT USED TO COST
£10,000–£50,000 AT AN AGENCY.

The problem isn't your product. It's the story
you're telling about it.

“This is simply the difference between shouting into a crowd and having a private conversation with your ideal customer. I stop the guesswork that drains your budget and give you the words that make customers seek you out by name.”

Here is the shift we are going to make together in under an hour.

BEFORE – WITHOUT THE FOUNDATION

Competing on price: You sound like everyone else, so price becomes the only difference.

Selling features: You lead with what you do, not why customers should choose you.

Reactive: You're putting out fires instead of building momentum.

Invisible: You're shouting into a crowd where everyone sounds the same.

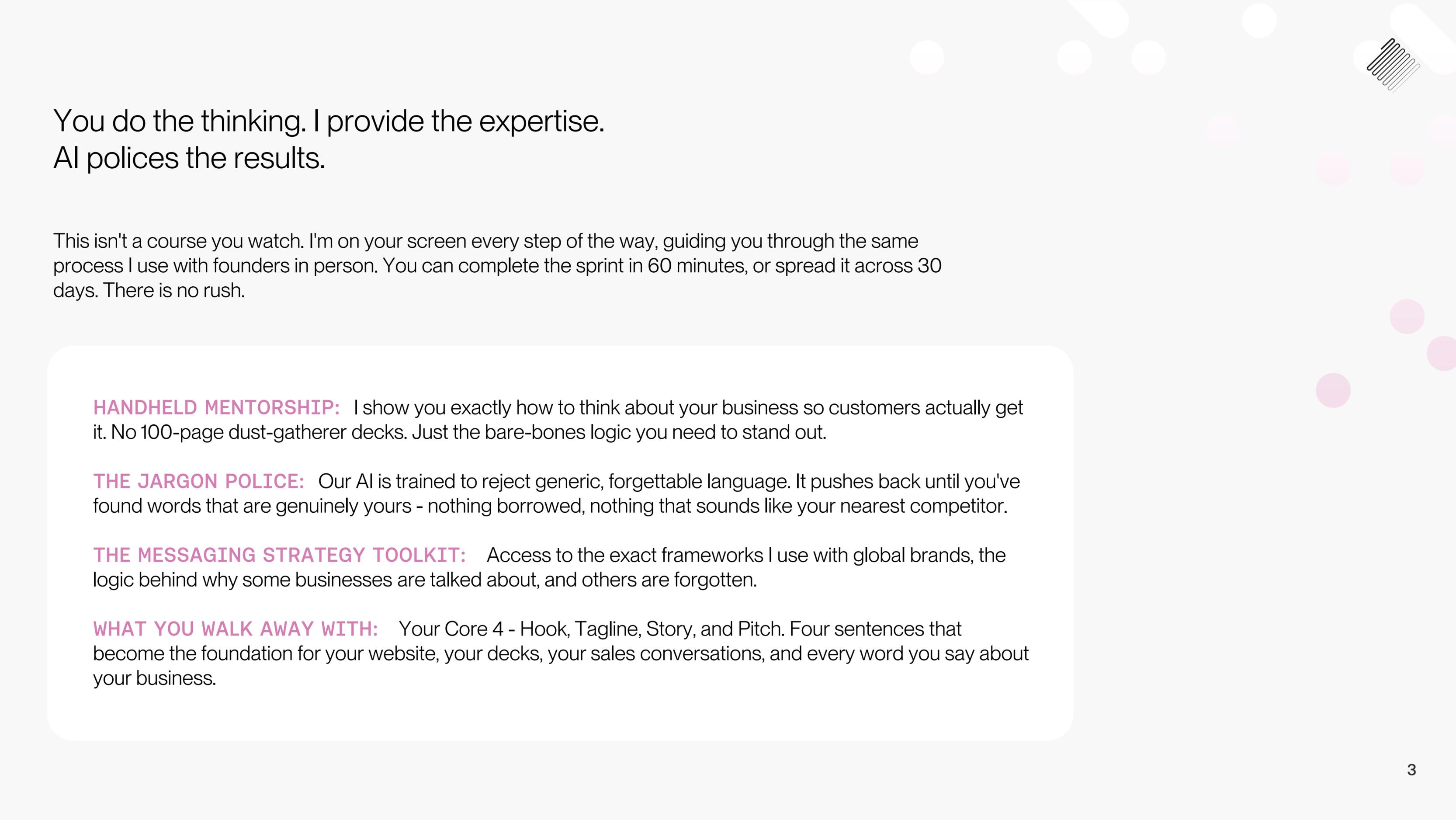
AFTER – WITH THE FOUNDATION

Competing on value: Customers choose you because of who you are, not what you charge.

A story that lands: You lead with what makes you genuinely different in a way that makes competitors irrelevant.

Proactive: You follow a clear plan, not your inbox.

Known for something: You own a corner of your market that nobody else can claim.



You do the thinking. I provide the expertise.
AI polices the results.

This isn't a course you watch. I'm on your screen every step of the way, guiding you through the same process I use with founders in person. You can complete the sprint in 60 minutes, or spread it across 30 days. There is no rush.

HANDHELD MENTORSHIP: I show you exactly how to think about your business so customers actually get it. No 100-page dust-gatherer decks. Just the bare-bones logic you need to stand out.

THE JARGON POLICE: Our AI is trained to reject generic, forgettable language. It pushes back until you've found words that are genuinely yours - nothing borrowed, nothing that sounds like your nearest competitor.

THE MESSAGING STRATEGY TOOLKIT: Access to the exact frameworks I use with global brands, the logic behind why some businesses are talked about, and others are forgotten.

WHAT YOU WALK AWAY WITH: Your Core 4 - Hook, Tagline, Story, and Pitch. Four sentences that become the foundation for your website, your decks, your sales conversations, and every word you say about your business.

Own the narrative once. Use it to grow forever.

The price you pay today isn't for an hour in an app. It's for the complete execution kit you get to keep to elevate your entire business:

YOUR CUSTOM AI PROMPT: Built on your story, not a template. Generates on-brand content across social, sales, and every touchpoint - without sounding like everyone else's AI output.

30-DAY ACTION PLAN: A priority-ordered map of exactly where to put your new words, in what order, for immediate commercial impact. Not a list of ideas. A sequenced plan..

BRAND LIBRARY: Five specialist toolkits covering your website, social, sales decks, and more — so you can execute everything without hiring an agency.

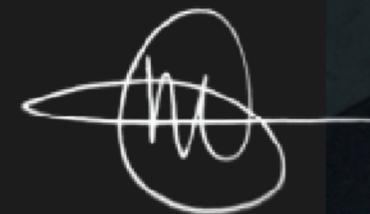
FRAME RANK: See how AI search algorithms read your brand today — and exactly what to change so they recommend you, not your competitors.

THE FOUNDING MEMBER RATE: £195 + VAT. Strictly limited to the first 50 founders.

THE SAFETY NET: Software finds the logic, but humans find the soul. If you need a strategist in the room after the sprint, I'm here.

Helping the unsung heroes of business, the bootstrapped founders and the unfunded startups, stop their great **work from underperforming** on weak foundations.

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Marcus Morgan-Etty

CO-FOUNDER
CREATIVE DIRECTOR



"The foundation every business needs.
Finally, at a price that makes sense."