



Heard.

by Jamie Lawson

SAMPLE DELIVERABLE

Brand Positioning PDF

A polished example of the kind of positioning document a client receives after a journalism-led Discovery Interview with Heard.

This version uses **Heard.** as the case study so prospective clients can see the structure, editorial tone and strategic clarity of the final document — not just the idea of it.

Brand Core

POSITIONING STATEMENT

Heard. helps sole traders and small businesses uncover the words that make people understand their value through a journalism-led interview process, so they can communicate with more clarity, build trust faster, and turn reputation into real customers.

WHAT HEARD. DOES — CLEARLY

Heard. is an editorial brand consultancy led by Jamie Lawson, a former broadcast journalist. Instead of starting with generic marketing tactics, the process starts with listening. Jamie interviews business owners properly, pulls on the right threads, and turns what he hears into messaging that actually sounds like them.

That single conversation becomes a usable foundation for copy, content, websites, bios, social media and future strategy — giving clients language they can keep returning to, rather than starting from scratch every time they need to say what they do.

WHAT MAKES IT DIFFERENT

- **A journalist's ear.** Better questions lead to better answers — and far more specific positioning.
- **Clarity before content.** The aim is not to make businesses louder. It is to make them clearer.
- **One conversation, many uses.** The Discovery becomes the foundation for everything that follows.

02

Ideal Customer

Heard. is built for sole traders and small business owners — especially service-led businesses such as therapists, creatives, consultants and trades — who are brilliant at what they do but struggle to explain why it matters in words that feel true. They do not need more noise. They need better language, more distance, and someone who knows how to listen well enough to spot what they have stopped noticing themselves.

THEY STRUGGLE WITH

- Social media activity that looks busy but does not turn into customers.
- Knowing their work is good, but feeling unable to prove it in words.
- Sounding vague, over-polished or just like everyone else when they try to describe their business.

THEY WANT

- Language that sounds like them, only clearer and more confident.
- Stronger trust with the right customers, without hard-selling or jargon.
- A foundation they can use across their website, socials and wider brand materials.

WHY THEY CHOOSE HEARD.

Clients choose Heard. because the process makes them feel seen, not processed. Jamie's journalism background creates better questions, better listening and sharper writing. The result is often more emotional than expected, because it reflects the business back to the owner with accuracy, warmth and a sense of who they really are.

“When I read your assessment I felt quite emotional and proud of my achievements and what I represented.”

— Deborah Williamson, At One Relationship Therapy

03

Brand Voice & Messaging

PERSONALITY

Warm

Intelligent

Human

Editorially precise

Quietly confident

TONE OF VOICE

Warm and conversational, but never sloppy. Professional, but never corporate. Heard. writes with clean sentences, strong full stops, and no borrowed marketing language. It sounds like someone who has listened properly before they started writing.

ELEVATOR PITCH

I'm Jamie, a former broadcast journalist. I help sole traders and small businesses find the words that make people understand what they do. Through a journalism-led Discovery Interview, I turn their story into clear positioning and usable messaging they can carry into everything else.

MESSAGING THEMES

Clarity beats cleverness

Most businesses do not need louder marketing. They need language that makes sense the first time.

People connect with people

Trust grows when a business sounds human, specific and honest — not polished into blandness.

One good conversation changes everything

The right interview can surface value, confidence and direction faster than weeks of second-guessing.

This sample is designed to show future clients what the finished work feels like: calm, clear, editorial, and genuinely useful. The final version for each client would be built from their own Discovery Interview, their own words, and the specific difference their business needs help expressing.