

● The Moxie Method · Step 01 · Positioning

The Standout Test. Be the obvious choice.

Line your brand up against what buyers actually choose between, then give them one reason to pick you that sticks.

01 THE BUYER

Name the exact person and the moment they start looking.

02 THE DRIVE

What do they need done, and how do they want to feel about it?

03 THE RIVALS

Three real options they would pick instead, including doing nothing.

04 THE PROOF

What we can back up: facts, results, reviews, a clear edge.

05 OUR STAKE IN THE GROUND

Fill the blanks. Read it out loud. If it sounds like anyone else, sharpen it.

For _____ who need _____, _____ is the
THE BUYER THE DRIVE BRAND
 _____ that _____ . Unlike _____, we
CATEGORY THE PAYOFF A RIVAL
 _____ .
THE PROOF

● The Moxie Method · Step 02 · Content World

The Brand Universe. **Make it a world.**

Every brand story runs on people, places and moments. Map yours so content comes from the world you've built, not a blank page.

01 THE CAST Founders, team, experts, collaborators, customers

02 THE STAGES Storefront, office, workshop, studio, pop-ups

03 THE MOMENTS

Q1

Q2

Q3

Q4

OUR MOVES

Launches, milestones

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CULTURE

Holidays, trends, seasons

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INDUSTRY

Shows, reports, shifts

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04 THE STORYLINES

Partners, rivals, promos and news worth reacting to

05 THE NEXT EPISODE

One person + one place + one moment = your next piece of content.

CAST

STAGE

MOMENT

● The Moxie Method · Step 03 · Conversion

The Momentum Path. Turn attention into sales.

Trace every step from first glance to closed deal, then line up the content and copy each step needs to keep people moving.

The path →	OUR ANSWER What happens here today	ASSETS Content & creative needed	MESSAGES Copy & talking points
01 SPARK Where do they first come across you?			
02 HOOK What one action do you ask for?			
03 LANDING Where does that click take them?			
04 EXCHANGE What do they hand over: email, call, payment?			
05 NURTURE How do you stay with them after?			
06 WIN What does the finished deal look like?			