ILLUSTRATIVE EXAMPLE · SAMPLE DATA

02 Messaging houses — one idea, five audiences

Follows the segmentation directly. The diagnostic found the gap sits in Digital Marketing, not Product or Brand — so every house starts from proof that already exists, packaged for the audience it hasn't reached yet.

ONE IDEA FOR ALL AUDIENCES — **"Scheduling that disappears — so the meeting, the appointment or the sale can happen."**

Solo consultants & coaches

WHO WE SPEAK TO
Independent coaches, consultants, tutors & therapists booking their own time, one calendar, one client at a time.

WHAT WE SAY
"Look booked-up before you are."

WHY THEY SHOULD BELIEVE US
Free plan, no card details, live in minutes — try it before a single paying client ever sees the link.

PROOF TODAY
4.7★ average across 1,200+ public reviews (illustrative).

STILL NEEDED
A dedicated page for solo professionals — today they land on the same homepage as an enterprise buyer.

Small service businesses

WHO WE SPEAK TO
Owners & managers of salons, gyms, studios and small clinics juggling staff rotas, walk-ins and no-shows.

WHAT WE SAY
"Fewer empty chairs. Fewer no-shows."

WHY THEY SHOULD BELIEVE US
Built-in reminders, works from the front desk or a phone — no training session required.

PROOF TODAY
Case study library exists for enterprise, not for this audience (gap).

STILL NEEDED
A no-show-reduction number, from real, permissioned customers.

Sales & customer success teams

WHO WE SPEAK TO
SDRs, AEs and CS managers who live or die by how fast a meeting lands on the calendar.

WHAT WE SAY
"Every warm lead gets a meeting before it goes cold."

WHY THEY SHOULD BELIEVE US
Native routing into the CRM & calendar stack already in place at most B2B teams.

PROOF TODAY
Integration marketplace listing exists; no published benchmark yet (gap).

STILL NEEDED
A named integration-partner story with a real number attached.

HR & recruiting teams

WHO WE SPEAK TO
In-house recruiters and hiring managers coordinating first-round, panel and follow-up interviews.

WHAT WE SAY
"One link, one time, no email back-and-forth."

WHY THEY SHOULD BELIEVE US
Handles multi-person panel availability automatically; candidate pages carry the employer's own branding.

PROOF TODAY
Anecdotal praise in reviews; no time-to-hire figure published (gap).

STILL NEEDED
A quantified "hours saved per hire" statistic.

Multi-location & franchise operators

WHO WE SPEAK TO
Ops leads standardising booking across dozens or hundreds of sites, alongside procurement and IT.

WHAT WE SAY
"One booking standard, every location."

WHY THEY SHOULD BELIEVE US
Central admin controls and site-level permissions already shipped; SLAs available on request.

PROOF TODAY
No published security & assurance pack; no named multi-site logo (gap).

STILL NEEDED
A security one-pager, plus one flagship multi-site logo willing to be named.

WHAT EVERY AUDIENCE CAN SEE

- **Free to start** — no card required
- **4.7★ average** — across public review platforms (illustrative)
- **Works with what you run** — Google, Outlook, Zoom, Teams
- **Live in under 10 minutes** — first booking link, same day