

Strategy Discovery Guide

A 10-step framework for property, hospitality & corporate brands ready to sharpen their positioning, communications and go-to-market.

What this guide is for

Before you brief an agency, run a campaign, or redesign a website — pressure-test the fundamentals. This worksheet is the same discovery frame we use at PS Studio to move brands from noise to signal.

Use it solo, or with your leadership team. Then send us your answers and we'll respond with an initial read within 48 hours.

01 · Positioning

The one-sentence test

Complete this sentence honestly: **“We help [audience] achieve [outcome] because [only-we reason].”** If any part feels generic, the whole promise is generic.

- Who is the audience — with specificity (segment, sector, stage)?
- What measurable outcome do they buy? Not features — outcomes.
- What can you claim that a direct competitor cannot?

02 · Audience

Three buyers, three fears

List the three real humans who sign contracts. For each: their KPI, their fear, and the sentence that would make them forward your email.

- Buyer 1 — role, KPI, fear, forward-worthy line.
- Buyer 2 — same.
- Buyer 3 — same.

03 · Category

Where you actually compete

Brands rarely lose to the competitor they think they lose to. Map the category as the buyer sees it — including in-house teams, freelancers, and 'do nothing'.

- Named competitors (3–5).
- Adjacent substitutes.
- The 'status quo' — what happens if they don't hire anyone?

04 · Proof

Evidence over adjectives

Replace every adjective in your website copy with a number, a name, or a screenshot. If you can't, cut it.

- Named clients you can publish.
- Metrics with context (baseline → outcome, timeframe).
- Third-party validation — press, awards, ratings.

05 · Narrative

The story arc

Every strong brand narrates a tension and a resolution. What is the tension you're resolving for the market — and why now?

- The tension (what's broken or changing).
- Your resolution (the point of view).
- The stakes (what happens if it's ignored).

06 · Channels

Where attention is earned

You do not need to be everywhere. You need to be unmissable in two places.

- Primary channel — where you go deep.
- Secondary channel — where you amplify.
- The channel you'll deliberately ignore this year.

07 · Content

The 3×3 grid

Three content pillars × three formats. Nine repeatable slots. Everything else is noise.

- Pillar A / B / C — the topics you own.
- Formats — long-form, visual, conversational.
- Cadence — weekly, monthly, quarterly.

08 · Funnel

From stranger to signature

Draw the six-step path a stranger takes to becoming a signed client. Name the artefact at every step.

- Attract → Engage → Qualify → Pitch → Close → Onboard.
- One artefact per step (post, guide, call, deck, contract, kickoff).
- The drop-off you'll fix first.

09 · Measurement

The one number

If leadership could see one number weekly, what would it be? Everything else is a diagnostic.

- The north-star metric.
- Three leading indicators.
- Reporting rhythm — weekly, monthly, quarterly.

10 · Next 90 days

The smallest decisive move

Strategy without a first move is a document. What is the one project, launched in 90 days, that would prove the thesis?

- The project.
- The owner.
- The evidence you'll accept as proof it worked.

Bring it to us

Fill this guide in — even roughly — and share it with our team. We'll respond within 48 hours with a written read: what's sharp, what's soft, and the first move we'd make if we were in your seat. No pitch deck, no obligation.

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