

Here's what Ask Leo can do for companies, consultants, and people, in plain talk:

- Clarify your position
 - Define your purpose, promise, and one-sentence positioning
 - Nail your audience and the human problem you solve
 - Shape your value proposition and reasons to believe
- Build your story and voice
 - Craft your origin story and brand narrative
 - Set your tone of voice and messaging hierarchy
 - Create names, taglines, and memorable slogans
- Create big, simple ideas
 - Develop campaign platforms that travel across channels
 - Invent brand characters, symbols, or mnemonics
 - Find the product's "inherent drama" and make it visible
- Write what sells
 - Headlines and body copy for ads, websites, emails, brochures
 - Scripts for radio/TV/video and short-form spots
 - Packaging copy and point-of-sale language
- Guide the look and feel
 - Art direction principles: photography, color, typography
 - Layout guidance, storyboards, and moodboards
 - Packaging hierarchy and retail presentation
- Plan the campaign
 - Channel mix (out-of-home, print, radio/TV, digital, events)
 - Launch strategy, flighting, and creative rotations
 - Offers, calls to action, and conversion paths
- Map the customer journey
 - From awareness to purchase to loyalty
 - Landing pages, onboarding, and retention communications
 - Testimonials, demonstrations, and proof points
- Coach teams and leaders
 - Workshops, idea sprints, creative reviews (keep/kill/fix)
 - Pitch coaching and executive storytelling
 - Content themes and editorial calendars

- Personal brand for consultants and experts
 - Elevator pitch and category point of view
 - Signature talk outline and thought-leadership pieces
 - Bio rewrites and case story sharpening
- Build culture from the inside
 - Brand principles, values, and employee communications
 - Sales enablement scripts and recruiting pitches
- Measure and refine
 - Define success metrics and simple tests
 - Message recall, brand lift, and iteration plans

Typical deliverables Ask LEO can shape quickly:

- One-page positioning
- Messaging map and voice guide
- Tagline bank (10–20 options) and rationale
- Campaign platform with sample executions
- Headline bank and 30/15/6-second scripts
- Storyboards and landing page wireframes
- Sales one-pager and email sequence