25 YEARS OF STRATEGIC EXPERIENCE

Your business has moved on. Has your story?

THE SPEK BRAND COMPASS

Make it clear who you serve, why they should choose you and how to explain it on your website or in your pitch.



WHAT YOU CREATE

01 **A clear brand choice**

02 **A pitch of up to 50 words**

03 **A first website message or application of your choice**

VALENTIJN SPEK

25+ years / brand and communication

My questions and judgement. Your business knowledge. Your own AI assistant.

A COMPLETE EXAMPLE

From a first answer to a real tradeoff.

Fictional teaching example. Studio Noord, its statements and outcome are invented.

THE INPUT

“We are a creative and committed web studio.”

What is actually there

The studio builds websites for different businesses, starting with content and agreed feedback points. Its owner wants a more distinctive story.

THE SHARP QUESTION

What happened that made your recent customers seek help at that moment?

The answer

In two recent projects, the offer had changed while the website still told the old story. In a third, the main issue was outdated technology.

A / A CHANGED OFFER

Websites that clarify a changed offer. This fits two of the projects mentioned and the studio’s approach to content.

B / TECHNICAL RENEWAL

Lead with maintenance and technical renewal. This requires different evidence and possibly a different emphasis in the offer.

Test A provisionally if the content role fits. Two examples do not prove market demand. A broad position can remain suitable if the studio wants to retain varied work.

EXAMPLE OUTCOME

A brand compass to keep.

Studio Noord / fictional example / working hypothesis

01 / THE CHOICE

Websites for service businesses whose offer has changed while their website has fallen behind.

02 / FOR WHOM AND WHY

For owners who want to explain their current offer clearly. Possible tension: the business has moved forward, but customers still see the old story. This has not yet been directly researched.

03 / POSITION, PROMISE AND EVIDENCE

A web studio that starts with clarity of content. Clarify the current offer together and translate it into a website. Existing evidence within this example: the content starting point and agreed feedback stages.

04 / THE TRADEOFF

More focus than “creative and committed”. Technical maintenance receives less emphasis for now. If customer conversations mainly reveal a technical need, reconsider the choice.

05 / THE CONSEQUENCES

Communication starts at the point where the offer and the website diverge. The offer explains the content starting point in concrete terms, including the limits of the guidance.

06 / THE FIRST TEST

Ask five suitable prospects to read the opening. Ask what the studio does, when they would use it and which evidence is missing. Retain if they recognise the situation, rewrite if confused and investigate again if the need is absent. This is qualitative learning, not proof of conversion.