FREE INTRODUCTION

Your story could be clearer. But where?

THE FIRST SHARP QUESTION

Before rewriting your website, discover which question you need to answer first.

“People do not understand us.”



Each answer calls for a different next step.

Valentijn Spek / over 25 years in brand, marketing and communication. A first conversation with your own AI assistant.

TRY IT YOURSELF

Copy. Answer. Check.

Paste the full prompt into your own AI assistant. Enter only your website or offer.

THE PROMPT

Help me discover whether my brand story is the real problem. My website or offer: [fill in]. Read what is available and say what you cannot read. Ask one question at a time, no more than three, about the situation in which customers choose, what they do not understand or trust and what I can actually prove. Distinguish my observations from my assumptions. Then give no more than 200 words: one possible obstacle, the strongest alternative explanation and one concrete check that helps distinguish those explanations. Do not create new positioning, invent customer insights or write slogans yet. Begin now with your first necessary question.

YOU GET THREE THINGS

01

Possible obstacle

What might be holding back the choice?

02

Alternative explanation

Which other explanation deserves serious consideration?

03

Next check

What can you check in a real customer moment?

Test the explanation in practice

The AI asks questions; you bring your business knowledge. If it cannot read your website, paste relevant text. Do not change your whole story on the basis of one plausible answer. Do not use confidential customer information.

NEXT / THE SPEK BRAND COMPASS

Weigh directions, choose a position and apply it to your website, pitch or offer.

Available through spekstrategy.com when sales open.