

BRAND MESSAGE GUIDE



**SKYNET
INTERNET**

Updated October 2025

the business
growers
KNOW • GROW • SCALE

WELCOME TO YOUR BRAND MESSAGE GUIDE

Every brand has a voice, speaking to a particular person who's trying to solve a problem.

With the help of this brand message guide, you now have the tools to articulate your products and services in a manner that says, "I'm the solution you need," all while positioning your customer at the center. Use this guide to maintain a consistent and clear message, educate internal team members, and speak your customer's language across all platforms.

The following pages contain:

- Audience Profile
- Transformation Promised
- Customer Journey
- Big 5 Content Starter List
- Objection/Deal Killer Analysis
- "Why Trust Us" Authority Messaging
- Editorial Guidelines
- One-Liners
- Brand Voice and Tone
- Calls to Action

Congratulations on a wise investment!

We're excited to watch your business grow and thrive for many years to come.

Thank you,
The Business Growers

AUDIENCE PROFILES

Primary Target Audience:

Couples in their 30s with one or two kids and household incomes of \$100K+.

They own property – often multiple acres or farmland – and want dependable, high-speed internet for work, entertainment, and family life.

They value simplicity, local service, and reliability. When something goes wrong, they want to talk to someone who understands their community.

Secondary Target Audience:

Local business owners and CEOs who prefer to “keep it local.” Many experience sketchy internet, outdated equipment, or billing issues with larger providers.

They want a partner who provides honest communication, clear pricing, and reliable connectivity. They also value simplicity, local service, and reliability.

CUSTOMER PERSONA EXAMPLE

Name: Mark & Jennifer Thompson

Ages: 36 & 34

Occupation: Small business owners

Location: Rural East Texas outside Gladewater

Background & Experience

Mark and Jennifer work from home part of the week, managing the small local company they founded. They have two kids who need reliable internet for school and entertainment.

Decision Style

Prefer local, relationship-based service. Want quality over gimmicks and transparency over hidden fees.

What Keeps Them Up at Night

Unstable internet that disrupts work, kids' homework, or family streaming.

What They Desire

Fast, reliable internet with local techs who respond quickly. One less thing to stress about.

TRANSFORMATION PROMISED

Skynet takes customers from disconnected, unreliable internet to consistent, local, and dependable service — built by East Texans, for East Texans.

From

- Unstable, slow speeds that cut out during storms
- Offshore customer support and long wait times.
- Struggling with hidden fees and long-term contracts

To

- Reliable, high-speed service that stays strong through bad weather
- Local trucks, local service, and friendly techs who know your area
- Honest pricing, no gimmicks, and no long-term contracts

CUSTOMER JOURNEY

1. Awareness (Recognizing the Problem)

Families and business owners realize their current internet is slow, unreliable, or overpriced — especially during storms or busy hours.

2. Consideration (Exploring Alternatives)

They start searching for local options and hear about Skynet through word of mouth or online. They're drawn to the idea of supporting a local company that actually understands rural internet needs.

3. Decision (Choosing Skynet)

They fill out Skynet's service form, choose their package, and book installation. The process is simple, transparent, and handled locally.

4. Implementation (Getting Connected)

Skynet's local technicians set up service quickly, test connections on-site, and make sure the customer's internet runs smoothly before leaving.

5. Retention & Growth (Staying Connected)

Customers stick around because of better bundles, faster speeds, and a friendly team that's just down the road when help is needed.

BIG 5 CONTENT STARTER LIST

Price / Cost	Problems	Comparisons	Reviews	Best-in-Class Proof Points
<ul style="list-style-type: none"> Are there early termination fees? 	<ul style="list-style-type: none"> Why is my internet slow? 	<ul style="list-style-type: none"> How does Skynet compare to big-name providers like Spectrum or AT&T? 	<ul style="list-style-type: none"> Share customer stories of reliability, quick service, and local care. 	<ul style="list-style-type: none"> Locally owned since 2005
<ul style="list-style-type: none"> What do upgrades look like, and how do they work? 	<ul style="list-style-type: none"> What happens when bad weather hits? 			<ul style="list-style-type: none"> Continuous infrastructure investment for speed and reliability
<ul style="list-style-type: none"> What does my package cost? 	<ul style="list-style-type: none"> How do you make sure speeds stay consistent? 	<ul style="list-style-type: none"> What's the benefit of going local instead of national? 		<ul style="list-style-type: none"> Professional local installers who personally test and certify every setup

OBJECTION/DEAL KILLER ANALYSIS

Objection 1: "It's too expensive."

Skynet offers affordable, transparent pricing with no hidden fees or long-term contracts. Customers get the value of local support and reliable service — not empty promises.

Objection 2: "Service isn't available in my area."

Skynet continues expanding across East Texas with one tower, one neighborhood at a time. If you're not covered yet, we'll let you know as soon as we are.

Objection 3: "I've had billing issues with other providers."

Our billing is simple, clear, and managed locally. You'll always know who to call and get real answers from real people.

"WHY TRUST US" AUTHORITY MESSAGING

- Nearly 20 years of serving East Texas communities
- Family-owned, local, and proud to stay that way
- Professional local installers and service techs
- Honest, neighborly service built on transparency
- Reliable infrastructure that's always being upgraded
- We treat every customer like a neighbor, not a number



EDITORIAL GUIDELINES

Keep It Local

Always emphasize local ownership, community roots, and real people behind the service.

Lean on Heart & Humanity

Skynet is built on empathy and community pride. Let that warmth come through in every message.

Stay Customer-Focused

Always frame messaging around solving client frustrations and making their life easier.

ONE-LINERS

“Closing the digital divide in East Texas.”

“Reliable internet, built by locals, for locals.”

“Strong connections start close to home.”

“Real people. Real service. Real fast internet.”



BRAND VOICE & TONE

Approachable & Neighborly

Sound like someone you'd meet at the local coffee shop: warm, conversational, and down-to-earth.

Honest & Transparent

No hidden terms or confusing language. Keep it clear, real, and respectful.

Confident but Humble

You know your stuff, but you're never boastful. You earn trust through reliability.

Community-Driven

Always remind people you're part of the same East Texas community they are.

CTA VAULT

Select from these calls-to-action when prompting action from your ideal audience.

- Check if you qualify for service
- Choose your package
- Get connected today
- See why East Texans trust Skynet
- Switch to local, reliable internet
- Join the Skynet family
- Experience local support
- Get better home internet
- Keep your business online
- Switch to high-speed service



**THANK
YOU**

