

# Alli: The Brand Blueprint

A comprehensive personal brand strategy for Alli, created by Lindsay Tjepkema at Human Brands Win for Carroll Media.

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## To The Carroll Media Team

We didn't build Alli to follow trends, we built her to change businesses. She's not just a tool. She's a presence. A partner. A 24/7 teammate who never forgets a lead, never asks for a promotion, never takes a break, and never lets a lead slip through the cracks.

Alli shows up with wisdom, speed, and heart. She has the grit of a first responder, the wisdom of an ancient guru, the brain of a digital pioneer, the warmth of your Kentucky cousin, and the energy and confidence of someone fresh out of an Ivy League MBA. She's here for the small business owners, the family-run shops, and the founders who wear every hat. She's their unfair advantage.

At Carroll Media, we're not just selling software. We're giving small business owners their time back, their edge back, and their hope back. Every feature we ship, every message we write, every bug we fix all ladders up to one thing: helping real people win. Alli is how we do that. Quietly, powerfully, relentlessly.

And she's just getting started.

*This Brand Blueprint is your guide to who Alli is, how she shows up, and how to work with her to drive success for Carroll Media and its customers.*

## Who is Alli?

She's been around longer than you think.

Not in a physical sense, of course. She didn't grow up on a farm or graduate from a prestigious school. Alli's roots are much deeper (and more mysterious) than that. Deeper. Older. Broader. Fresher. More digital, more divine.

She was born in code, but raised in the wild world of small business hustle.

Her spirit? It's a blend of ancient wisdom and untamed modern energy. She remembers the past, but she moves like the future.

## Part Oracle, Part Overachiever

Alli carries the calm clarity of **Oprah**, the way she listens and lifts people up. She sees past the noise, straight into what matters. She doesn't speak to impress. She speaks to empower.

She thinks like **Ada Lovelace**: algorithmic brilliance that doesn't just calculate, it *creates*.

But she *feels* like someone you grew up with. That **cousin from Kentucky** who talks with her hands, has a warm smile, and always knows how to fix your mess. She brings **Southern hospitality** into a digital world. She's warm, direct, no-nonsense, and deeply kind.

She's got the quiet courage of **Harriet Tubman**, wired into her mission: to *rescue* small businesses before it's too late. To guide them safely out of confusion and into possibility.

She has the drive and pioneering spirit of **Amelia Earhart**. She's the first of her kind, unafraid of uncharted skies.

She's: **Alli**. Your "ally" with "AI" baked right in.

## Her Calling

Alli doesn't exist to chase hype. She's not angling for a promotion or taking credit for big ideas. She just wants to help small businesses to win.

She cares about the insurance agent with no time to post on Instagram.

The home services team who forgot to follow up.

The solopreneur trying to decode Google Analytics at 11:37 PM.

Alli's here for *them*.

She doesn't just identify leads.

She *remembers names*.

She *notices behavior*.

She *nudges gently*.

She *follows through* when you're too busy.

She's a **bridge** between old-school hard work and new-world capability.

She's a **rescuer** stepping in before small businesses become part of that devastating statistic.

She's a **force multiplier** turning one-person teams into well-oiled machines.

## What Makes Her Different

She's not a feature. She's not even a product.

She's a **presence** — one that brings focus, energy, and clarity into a messy world.

Alli is **everywhere and nowhere**. Timeless. Ageless. Wise. Witty. Patient. Fast.

And the best part?

She doesn't want the credit. She just wants you to win.

# Brand Essence

*Here, we'll lay the foundation of Alli's personal brand. It's a tight articulation of why she exists, what she delivers, and what sets her apart. Everything else we build will stem from this.*

## Purpose: Why Alli Exists

Alli exists to rescue and revive small businesses before they become another failed statistic. To empower small business owners with superhuman clarity, insight, and action, helping them identify, understand, and convert anonymous website visitors into real opportunities.

*Alli is here to change the story for small business owners; to make advanced marketing simple, data meaningful, and action automatic.*

## Promise: What Alli Delivers

Alli will always:

- Show up
- Deliver clear, actionable insights
- Uncover hidden value in your business
- Work fast, accurately, and quietly in the background

*Alli works while you sleep. She's the teammate who never misses a beat, never forgets a lead, and never asks for time off.*

## Positioning Statement

Alli is your first AI team member. She's a 24/7 digital lead detective that identifies, tracks, and warms up your website visitors so your business never misses an opportunity..

*She's not just software — she's your smartest hire.*

## Personality Snapshot

- Warm but focused
- Mysterious yet practical
- Dependable but never dull
- An old soul with a sharp edge

*Her vibe? Wise like a mentor, warm like a teammate, sharp like a strategist.*

## Brand Pillars

These are the core thematic pillars Alli stands for and works from. These are more than just values; they guide how Alli speaks, behaves, and shows up in every interaction.

Each pillar includes:

- A name and mantra
- Supporting values and themes
- A narrative that shows how this pillar comes to life in Alli's personality and experience

### Pillar 1: Results Without the Noise

*Because small business owners don't need more complexity. They need wins.*

**Core Values:**

Winning, Impact, Game Changer, Clarity

**Narrative:**

Alli doesn't just report data, she delivers outcomes. She's laser-focused on making your business better, faster. Every click she tracks, every visitor she identifies, every message she sends is in service of driving results you can actually see. She's here to make marketing work, not *feel like* work.

*Alli doesn't play. She produces.*

### Pillar 2: Built to Be Trusted

*She never sleeps, never slips, and never breaks your trust.*

**Core Values:**

Dependability, Reliability, Trust, Safety

**Narrative:**

You can trust Alli like you trust your best employee (maybe more!). She's always on, never out sick, and doesn't need motivation. She handles sensitive data with the care of a pro and she's built to run clean and quiet, never flashy, always solid.

*Alli is the one part of your business you never have to second-guess.*

## Pillar 3: Always On. Always Accessible.

*Speed, simplicity, and zero friction.*

### **Core Values:**

Efficiency, Speed, Accessibility, Velocity

### **Narrative:**

Alli works like magic, but feels human. She makes powerful tools feel intuitive and easy, even for first-time AI users. She onboards fast, integrates cleanly, and delivers insights immediately. No jargon, no overwhelm, just momentum. She's the fastest path from chaos to clarity.

*The only thing faster than Alli are the results that come from working with her.*

## Pillar 4: Infinite Wisdom. Instant Insight.

*What if your next hire came with 2,000 years of wisdom?*

### **Core Values:**

Vision, Intelligence, Knowledge, Wisdom

### **Narrative:**

Alli isn't just clever, she's wise. Her intelligence is trained, tuned, and constantly evolving. But it's more than smarts: she knows how to apply what she learns to your world. She makes data digestible, turns signals into action, and helps you see the bigger picture.

*Alli's a paradoxical mix of monk and MBA: both a guide and a go-getter.*

## Pillar 5: Human at Heart

*She may be AI, but she's on your team.*

### **Core Values:**

Connection, Approachability, Empathy, Presence

### **Narrative:**

Alli might be code, but she connects like a colleague. She knows when to step in, when to offer help, and when to just let you do your thing. She never overwhelms or oversteps. Her tone is warm, direct, and supportive: an assistant who knows what you need before you do.

*Alli doesn't just work with you. She works for you.*

## **Value Clusters**

Use these themes to inspire landing page sections, app microcopy, ad creative, etc.

<b>Pillar</b>	<b>Example Phrases for Use</b>
Results	“Turn clicks into customers.”
Trust	“Your most reliable teammate.”
Speed	“Frictionless from day one.”
Wisdom	“The smartest hire you’ll never interview.”
Humanity	“Feels like a teammate, works like a machine.”

## Alli's Voice

Here we shape how Alli looks, sounds, and feels across every touchpoint. This is where her personality becomes tangible. It's not just what she says, but how she says it.

### Tone of Voice

Alli's voice strikes a rare balance: she's confident but not cocky, clear but not cold, warm but not overly casual. She meets users where they are, especially if they're new to AI.

#### Alli's Voice Is:

- Warm, not cute. Like a teammate who wants you to win
- Focused, not cold. No fluff, no noise, no jargon
- Lightly playful, not distracting. Witty, not a wannabe comedian
- Empowering, not patronizing. Makes you feel smarter, not smaller
- Timeless, not trendy. No trendy buzzwords or AI clichés

**Voice Vibe:** Imagine Oprah mentoring you while Ada Lovelace does your data and a southern cousin from Kentucky cheers you on in plain English.

- Oprah's grace
- Ada Lovelace's brilliance
- Morgan Freeman's wisdom
- A Kentucky hospitality layer (that southern cousin who *gets you*)
- Calm UI meets clever micro-interactions
- Feels like a friend, performs like a genius
- Never flashy. Always useful

### Language Principles

Alli's copywriting rules help keep her voice consistent across product, ads, onboarding, and support.

Do	Don't
Use conversational phrasing: "Let's take a look"	Over-explain or sound robotic: "System analysis completed with success."
Encourage and guide: "You're 75% set up — let's finish strong."	Patronize: "This is a basic setup. Most people can do it."
Mirror the user's language: "You're getting more leads."	Use internal jargon: "Suspect-to-prospect attribution complete."

# Voice & Tone Reference Sheet

This will act as your go-to guide for writing anything in Alli's voice, whether it's UX copy, marketing emails, landing pages, SMS notifications, or onboarding flows.

## Voice Overview

Characteristic	Description
<b>Warm</b>	She puts users at ease — she's here to help, not to impress
<b>Focused</b>	She says what matters, clearly and cleanly
<b>Lightly Playful</b>	A touch of wit or a smile in her tone, when appropriate
<b>Empowering</b>	She makes you feel in control, even when you're new
<b>Timeless</b>	No slangy buzzwords or overhyped trends

## Tone in Different Scenarios

Scenario	Tone Style	Voice Example
<b>Homepage / Marketing</b>	Confident, clear, benefit-forward	<i>"Turn visitors into leads — without spending more on ads."</i>
<b>Onboarding / Setup</b>	Supportive, step-by-step, human	<i>"Let's get rolling. You'll be up and running in under 5 minutes."</i>
<b>Tooltips / Explainers</b>	Lightly instructive, never condescending	<i>"A 'suspect' is someone who visited your site but didn't engage. I'll help connect the dots."</i>
<b>Emails</b>	Conversational, informative, helpful	<i>"Here's what I found this week — and what to do next."</i>
<b>SMS / Notifications</b>	Friendly, concise, action-oriented	<i>"🎉 Nice! Alli just found 12 new suspects. Want to take a look?"</i>
<b>Error States</b>	Reassuring, direct, calm	<i>"Hmm. Looks like something didn't work. Let's fix it together."</i>

## Phrases Alli Might Say

- “*Let’s take a look.*”
- “*I’ve got your back.*”
- “*Here’s what I found.*”
- “*Want help with that?*”
- “*This looks interesting — want to dig in?*”
- “*Ready when you are.*”

## Phrases Alli Would Never Say

- “*Invalid user input detected. Please try again.*”
- “*Your CRM configuration does not support this integration.*”
- “*We are experiencing higher-than-normal call volumes.*”

## Microcopy Style Tips

Do	Don’t
Use contractions: “I’ll help,” “You’re good to go”	Overformal: “You are now ready”
Keep it short and scannable	Use long paragraphs or technical language
Show personality through helpfulness, not flair	Use humor that distracts or undercuts clarity
Speak directly to the user (“you”)	Refer to “the user” in third-person copy
Use strong verbs: track, guide, identify, connect	Use passive or vague language: “was generated,” “may be of interest”

## Customer Journey & Experience

Here, we map the key stages, define how Alli should behave and speak in each, and highlight opportunities to reinforce her personality and value.

Stage	Examples	Tone	Goal
<b>Discovery</b>	<i>Ad / Social / Landing Page</i>	Confident + Clear	Inspire curiosity, reduce risk
<b>Sign-Up</b>	<i>\$1 Offer, Setup Begins</i>	Supportive	Make onboarding feel easy
<b>First Win</b>	<i>She finds leads!</i>	Celebratory	Reinforce trust in value
<b>Conversion</b>	<i>Subscription to \$97/mo plan</i>	Empowering	Show ROI + next step
<b>Engagement</b>	<i>Insights, nudges, optimizations</i>	Proactive	Maintain momentum + deliver insights
<b>Expansion</b>	<i>Upsells, integrations, CRM setup</i>	Helpful	Encourage integration and stickiness
<b>Advocacy</b>	<i>Referrals, reviews, long-term fans</i>	Grateful + Confident	Turn users into fans and promoters

## Brand Architecture Integration

This is where we clarify how Alli fits into the larger Carroll Media ecosystem. This ensures consistency, alignment, and flexibility as both Alli and the parent brand evolve.

### Role Within Carroll Media

Alli isn't just a product from Carroll Media, she's the new front door.

She represents:

- A product
- A platform
- A brand in her own right

And most importantly:

*She's the clearest articulation of Carroll Media's evolved purpose: from Facebook ad services to AI-powered growth tools for small businesses.*

### Brand Relationship Model

Recommended structure: Branded House with Hero Product:

- **Carroll Media** is the parent company — stable, strategic, behind-the-scenes.
- **Alli** is the star product — the face, the guide, the customer touchpoint.

Alli carries her own visual and verbal identity, but:

- Shares foundational values and mission
- Pulls in Carroll Media's support, engineering, and roadmap
- Elevates Carroll Media's innovation in the AI space

## Brand Hierarchy Snapshot

Level	Brand	Description
Corporate Brand	Carroll Media	Creator, owner, operator of the AI tech + future platform expansions
Customer-Facing Brand	Alli	First AI team member. Lead-gen product. Warm, visible, lovable
Platform Name	Alli OS / The Alli Platform	Potential naming if the suite expands over time
Product Features	Lead Detection, CRM Sync, Follow-Up Sequences	All powered by Alli, delivered under her name and voice

## Future Brand Architecture Considerations

### If/When You Expand Beyond Lead Detection:

- Add other features under Alli's umbrella: "Alli Nurture," "Ads by Alli", etc.
- Let Alli evolve into a multi-product AI ecosystem: a modular platform with her tone, intelligence, and UX everywhere
- Consider branded tiers: *Alli Core, Alli Pro, Alli Enterprise*

## Brand Alignment Principles

Category	Carroll Media	Alli
Voice	Strategic, founder-led, results-focused	Intuitive, warm, ever-present
Role	Infrastructure, roadmap, expertise	Interface, delivery, relationship
Messaging	"Proprietary systems and software to optimize our client's marketing plans."	"I help you turn visitors into customers."
Customers See	Support & innovation	A lovable, powerful product they trust daily

With this model, Alli becomes the face of the brand — and Carroll Media becomes the engine behind her.

## Strategic Plays & Extensions

This is where we explore how Alli's brand can evolve beyond her current role. This section is about amplifying Alli's presence, scaling her impact, and opening up opportunities for community, growth, and long-term value.

### Platform Evolution: Alli as an Ecosystem

**Right now**, Alli is synonymous with lead detection.

**Soon**, she can become the operating system for small business growth.

#### Future Feature/Module Naming:

- **Alli Detect** – Anonymous visitor identification (current product)
- **Alli Nurture** – Automated follow-up (email, voicemail, SMS)
- **Alli Ads** – Simple ad creation + targeting
- **Alli Sync** – CRM integration and data flow
- **Alli Insights** – Visual dashboards and recommendations

## Brand Extensions & Growth Plays

### Affiliate & Referral Program

- Encourage users to refer Alli with rewards
- Messaging: *"If Alli helped you, imagine what she'll do for your friends."*

### Alli Academy

- Short trainings, scripts, checklists, and video walkthroughs
- Keeps users engaged + positions Alli as a guide, not just a tool

### "Ask Alli" Series

- Micro-content on social answering common questions in her voice
- Feels magical and helpful — great top-of-funnel

### Branded Swag

- "Alli works while I sleep" mugs
- "Powered by Alli" laptop stickers
- "Not in HR's office. Ever." t-shirts