# Clarity & Visibility Accelerator

Nail your niche. Sharpen your message. Show up like the expert you are.

## 🎯 Overview

The Clarity & Visibility Accelerator is designed for consulting firms that struggle to clearly articulate what they do, who they serve, and why it matters. This engagement helps you define your niche, articulate a compelling point of view, and establish a strategic presence that attracts ideal clients.

## 🧭 Scope of Work

1. Ideal Client Profile & Niche Definition

* Identify high-fit, high-value client patterns
* Clarify niche and specialization
* Define filters and red flags

1. Point of View & Strategic Narrative

* Craft a sharp, ownable POV
* Align narrative to market trends and client needs
* Capture signature language and positioning anchors

1. Visibility Strategy & Messaging Audit

* Review website, social presence, and key sales materials
* Identify messaging gaps and missed positioning opportunities
* Define a light-touch visibility strategy (starter content themes, publishing rhythm)

## 📄 Deliverables

* Ideal Client Profile (ICP) Document
* Positioning Brief (POV, narrative, differentiators)
* Collateral & Messaging Audit Summary
* Visibility Starter Plan (topics + cadence)

## ⏱️ Level of Effort & Timeline

* 12–16 hours over 1–2 weeks / Includes 2–3 collaborative working sessions plus offline development

## 💡 Ideal For:

* Firms with strong delivery but weak visibility
* Leaders who find it hard to explain their value clearly
* Teams who want to attract better-fit clients without chasing leads