

THE LOQUI FRAMEWORK

Find your voice. Shape your message. Tell your story.

You can win any customer face to face. The trouble is everyone who hasn't met you yet. This is the path we walk with you, from "only you can sell it" to "your message sells for you."

01

Find Your Voice

Who you are, and why you're worth choosing.

A strategy intensive. We learn your business the way a partner would, not the way a vendor skims a brief: what you actually do better, who it's for, and what a customer gets from you that they can't get down the street. Then we write it down so it stops living only in your head.

You leave with: your positioning, the words that make you distinct, your voice on the page, and the visual identity to carry it.

02

Shape Your Message

What you say, so the market hears it the way your best customers do.

We turn your identity into customer-first messaging. The story your business tells, the offers that make it concrete, and the language your whole team can use. Not a tagline exercise. The message that every page, ad, and conversation will be built from.

You leave with: your core message and story, your offers, and the copy foundations everything downstream inherits.

The line we don't cross

Identity and message get locked before tactics scale. Not because it's tidy, but because marketing spend leaks when the message underneath it is still a guess. Most agencies will sell you tactics on day one. We won't, and that's the whole point.

Where you stand today *Before we build anything, we find out what's actually working.*

We audit what you already have against the voice and message we just locked. Your website, your search and local presence, your ads, your content. Judged against *your* strategy, not a generic best-practice checklist. Then you get **initial recommendations**: every opportunity we found, scored in the open on two numbers.

Impact 1-10

What it's worth to the business.

Message fit 1-10

How well it carries the message we just built.

You see both scores and the reasoning behind each one. Nothing is ranked in a black box, and nothing gets recommended because it's what we happen to sell.

03

Tell Your Story

Everywhere your customers are, in your voice.

We build and run the work the recommendations point to, in priority order. One initiative at a time, each one tracked, each one traceable back to the message. The full range is on the other side.

Book a strategy call.

A 30-minute conversation with the person who'll do the work. We'll find where your message is leaking and what to fix first.

What "Tell Your Story" can include.

Every engagement is scoped from your recommendations, so no two look alike. This is the range we work across.

Foundation

- Website and landing page builds
- Site copy rewritten to the locked message
- Conversion and funnel review, fixing what's already getting traffic

Get found

- Technical SEO, on-page, and schema
- Local search: Google Business Profile, citations, aggregators, review strategy
- Content briefs, topic clusters, and site structure
- AI search visibility, so you show up when buyers ask an assistant instead of a search box
- Backlinks and authority
- Ongoing monitoring so gains hold instead of quietly slipping

Reach further

- Google Ads, Meta, and Local Services Ads: account audits, build, and management
- Ad copy and landing pages written from your message, not improvised per campaign
- Email campaigns and sequences
- Social and organic content
- Launches, announcements, and press

Keep it honest

Everything customer-facing gets a final pass to make sure it still sounds like you and not like software wrote it. That step isn't optional on our side.

Some of these are ongoing, some are one-time. We'll tell you which is which before you buy anything.

How an engagement actually runs

One step at a time.

You always know the single next thing and who's doing it. Never a menu of options handed back to you to sort out.

You approve, we execute.

We ask you for the one thing only you can answer, then get out of your way. Your time goes to decisions, not to managing us.

Everything is tracked.

Where your work stands is a matter of record, not a status meeting. Ask at any point and you get a straight answer.

Who this is for

Established, founder-led service businesses that grew on referrals and have hit the ceiling. You have real operations and real value. What you don't have is marketing that communicates it the way you do in person.

Who it isn't for

Anyone looking to scale ad spend this month without touching the message underneath it. We'd take your money and you'd feel the same leak in six months.

TYPICAL TIMING Find Your Voice 2–4 weeks · Shape Your Message 2–6 weeks · Where you stand 1–2 weeks · Tell Your Story ongoing