



BMC Roadmap

Brand & Market Clarity Roadmap

Clear direction. Stronger positioning. Practical action.

Main promise

A structured strategy package that helps businesses clarify their brand direction, sharpen their market positioning, and create a practical 30-day roadmap to attract the right clients.

Who it is for

For businesses, creative teams, and project owners who feel unclear, scattered, outdated, or ready to grow - and need a clearer path forward.

The transformation

From: unclear, scattered, and unsure what to do next

To: clear, focused, positioned, and ready to take action

What it helps solve

- Unclear brand direction
- Weak or scattered market positioning
- Messaging that does not show full value
- Outdated workflow or internal misalignment
- No practical first action plan

What is included

- Questionnaire and material review
- Preliminary diagnosis
- Session 1: Diagnosis & Foundation Check
- Session 2: Positioning, Message & Roadmap Direction
- Written 30-day roadmap document
- Two follow-up support sessions

What the client receives

- Current situation summary
- Brand and market diagnosis
- Foundation Check
- Core value definition
- Positioning direction
- Message direction
- Practical 30-day roadmap
- Priority first actions

1

Questionnaire

2

Material review

3

Session 1

4

Session 2

5

Roadmap

6

Follow-ups

Start with a short conversation to see whether BMC Roadmap is the right fit for your business.

Brand & Market Clarity Roadmap | Strategy, positioning, and practical action planning

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