

# chapter two\_

COMMUNICATIONS

## CLARITY. CONNECTION. CREDIBILITY.

Chapter Two offers communications services that combine strategic thinking, editorial clarity, and storytelling with purpose. Whether you're building something new, evolving your voice, or navigating change, these services are designed to meet you where you are — and help you move forward.

### What I Offer?

#### BRAND MESSAGING & STORYTELLING

Develop a clear, compelling, and consistent brand narrative that reflects who you are and what you stand for.

**Includes:**

- Brand story & positioning
- Messaging frameworks (house/matrix)
- Tagline, elevator pitch, mission/vision
- Tone of voice guidelines
- Core assets

#### EXECUTIVE VISIBILITY & THOUGHT LEADERSHIP

Support for founders, GMs, and leaders to articulate their voice, show up with authenticity, and connect with the people who matter.

**Includes:**

- Personal brand narrative development
- Executive bios
- Thought leadership content (LinkedIn, blogs, op-eds)
- Speaker profiles and event positioning
- Media interview preparation
- Signature topics or leadership message map

#### INTERNAL COMMUNICATIONS

Strategic internal storytelling that aligns teams, reinforces culture, and supports leaders through change and growth.

**Includes:**

- Internal messaging strategy
- Culture and transformation campaigns
- Leadership toolkits & message maps
- Engagement content & newsletters
- Exec comms (emails, video scripts, speeches)

#### LAUNCH & TRANSITION MESSAGING

Crafted messaging support for brand launches, product rollouts, pivots, or organisational changes.

**Includes:**

- Launch messaging framework
- Campaign narrative and key messages
- Internal launch comms + leadership briefs
- Content support for launch decks, websites, or investor material
- Transition narrative and audience-tailored messaging (staff, media, stakeholders)

#### EVENT HOSTING

Hosting with presence and clarity—guiding the flow of panels, gatherings, and events so your message truly lands.

**Includes:**

- Event MCing and moderation
- Script and run-of-show collaboration
- Speaker intros and transitions
- On-stage storytelling and audience engagement
- Tone and messaging alignment with your brand voice

#### MEDIA ENGAGEMENT

Smart, story-led media strategies designed to build credibility and spark the right conversations.

**Includes:**

- Messaging frameworks and soundbites tailored for interviews and feature stories
- Reputation-sensitive Q&A prep and positioning guidance
- Media briefing notes, spokesperson bios, and press kits
- Executive and brand story pitching to high-value media

Let's connect!

Email me on [abigail.dawson@chapter-02.com](mailto:abigail.dawson@chapter-02.com)

# the brand reframe\_

## YOUR STORY, SHARPER. YOUR VOICE, CLEARER. YOUR BRAND, UNMISTAKABLY YOU.

The Brand Reframe is a focused, three-week engagement designed to help you clarify what your brand stands for—and how to communicate it with consistency, confidence, and personality.

Whether you're repositioning, launching something new, or just overdue for a clearer narrative, this process brings fresh perspective and practical tools. We'll work together to shape your core story, define your tone of voice, and build a messaging framework that works across decks, websites, campaigns, and conversations.

### CHOOSE YOUR PATH



## For Brands

***A clarity sprint for businesses ready to grow, pivot, or refine their narrative.***

When your brand is evolving, your messaging should keep pace. This reframe is designed to align your story with where your business is now — and where it's going next. We'll work together to distil your core narrative, shape a distinct voice, and create messaging you can apply across channels — from websites and pitch decks to campaigns and team briefings.

**Brand narrative workshop** - 90-min session to dig into purpose, positioning, and story

**Messaging framework** - Tagline, elevator pitch, and 3 key message pillars

**Voice & tone guide** - Ownable, actionable direction for all communications

**Core asset rewrite** - About page or pitch deck narrative

**Delivered in 3 weeks\*** - Sharp, focused, and built to move



## For Leaders

***Shape your personal narrative and communicate with clarity, presence, and purpose.***

If you're stepping into something new — a promotion, a board seat, a thought leadership journey — the Brand Reframe gives you the clarity and language to show up with confidence. We'll shape your story, refine your voice, and create messaging you can use across bios, speaking intros, profiles, and media opportunities.

**Personal brand and narrative session** - 90-min working session to map your story

**Leadership messaging framework** - Elevator pitch, signature themes, positioning lines

**Voice & tone guide** - Tailored to your leadership style and goals

**One core asset rewrite** - Executive bio, LinkedIn summary, or speaker intro

**Delivered in 3 weeks\*** - Sharp, focused, and built to move

**Book a discovery call**

Email me on [abigail.dawson@chapter-02.com](mailto:abigail.dawson@chapter-02.com)