

How G.O. Media Studio Closed the Gap Between Real Expertise and Market Visibility



MARCUS W.

SOLUTION

StoryCore™ Authority Sprint
Narrative Extraction
Content Identity Build
90-Day Calendar
4 LinkedIn Authority Pieces

VERTICAL

Professional Services

CAMPAIGN KPI

Cold Inbound Leads
Rate Conversation
Elimination

CORE THEMES

Authority Suppression
diagnosis

Credibility gap between
expertise and market
visibility

STORYCORE™ DIAGNOSIS

Authority Suppression



Before this, everyone who hired me came through someone who already knew me. Every new client started with trust that took years to build through someone else. Now I have people reaching out who found me through a post, read my profile, and came in already convinced. That's a different kind of business.

– Marcus W., Business Growth Coach, Dallas TX — 90-day check-in

Client details have been modified to protect confidentiality. Results are representative of a real StoryCore™ engagement.

■ The Overview

been coaching small business owners for seven years. His methodology was specific: he worked with business owners who had proven product-market fit but were stuck at a revenue ceiling, helping them build the operational and leadership infrastructure to scale past it. His clients got results. His referral network was active. He charged a premium rate and his current clients believed it was worth every dollar.

His LinkedIn headline said: “Business Coach | Helping Small Business Owners Grow.” His last post was eleven months old. There were no case studies, no published thinking, no content of any kind that demonstrated what he actually did or why his approach produced different results.

■ The Problem

G.O. Media Studio identified the core issue immediately: **Authority Suppression**. Marcus’s expertise, methodology, and track record existed entirely within his referral network. The gap was not between what he knew and what he delivered. The gap was between what he delivered and what a cold prospect could verify.

THE TURNING POINT

Marcus lost a contract to a coach with five years of experience. The prospect went online after their call to verify Marcus and found almost nothing. The mutual contact told him: “He seemed great on the call. We just couldn’t find anything that confirmed it.”

■ The Approach

01 Narrative Extraction Session

A 90-minute structured session surfaced the methodology Marcus had never articulated publicly — his specific framework for diagnosing revenue ceilings and the sequenced approach for breaking through them.

02 Authority Architecture

Revised LinkedIn headline and About section in his voice. A one-page positioning summary. A content identity framework built around the three core themes his work consistently addresses.

03 Content Production

Four LinkedIn-ready authority pieces written entirely in Marcus’s voice, plus a 90-day content calendar with a deployment sequence specifying which piece to post first and at what cadence.

04 Deployment + 30-Day Check-in

Full package delivered with a deployment sequence. At 30 days, adjustments were made to the calendar for the following 60 days based on what was landing.

Key Metrics and Results



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ENGAGEMENT

StoryCore™
Authority Sprint

TIMELINE

3-week Sprint
+ 90-day calendar

BEFORE

0 cold inbound leads
Referral-only pipeline
Outdated LinkedIn

AFTER

2 cold inbound in
60 days
Rate conv. eliminated
Active content cadence

CLIENT TYPE

Business Growth Coach
7 years in practice
Dallas, TX

60 DAYS TO FIRST COLD INBOUND

Brand story video, content identity, and LinkedIn authority pieces generated:



■ Key Metrics and Results Summary

• LINKEDIN PROFILE REBUILD:

- Headline changed from category label to clear methodology statement
- About section rewritten in client's voice — opens with the buyer's exact situation
- Featured section updated with Diagnostic Call link and outcome description

• CONTENT PRODUCTION:

- 4 authority pieces drafted and deployed on 90-day calendar
- Each piece assigned a specific positioning job (methodology, transformation, misconception, credibility gap)

• COLD INBOUND RESULTS (60 days):

- 2 inbound LinkedIn inquiries from cold prospects who found Marcus through his content
- Neither prospect initiated a conversation about price before booking a call

• 90-DAY CHECK-IN:

- Referral pipeline maintained at existing level
- Cold inbound channel open for the first time in 7 years of practice
- Positioning summary used in follow-up sequences after diagnostic calls

