



Richard Dawson
The Marketing Mentor

The Intentional Clarity Reset

Marketing & Positioning Clarity



Strategy • Structure • Results



"I need to stop chasing every shiny object and get clear on what matters."

That's what a client said to me a while ago when we were working on creating intentional clarity for their business.

*Because 25 years of doing what I do means I know what business owners need is **intentional clarity**.*

Most of what you read about marketing focuses on clever tactics to grow your business — formulas or systems promising to transform everything. We've all done it, especially when starting our business: join this networking group, sign up for that ad campaign, or take this sales course and learn how to sell.

Your route to market may involve those things, or it may not. Experimentation can be a good thing, but it can cost a lot of time and money too.

Over the last 25 years, I've successfully mentored dozens of business owners and teams and helped them grow in ways that feel right for them — where they feel aligned with their business. What I've learned is that before you get to that point, you need absolute clarity about:

- **Your why** — being clear on your business purpose and how that aligns with your goals and values
- **Your target audience** — their pain points and language
- **A clear offering** — that shows them you have the solution

I'm not offering you marketing training — there are millions of sales and marketing trainers out there offering that. Training has little impact unless you have intentional clarity. However, I can show you how to do things like writing great content or how to get new clients from LinkedIn.

What Is The Intentional Clarity Reset?

This is a session I run for Business Owners and Teams. Many people might see what I do as a sense-check on what you're doing or troubleshooting issues with you. And whilst these sessions do that, they're so much more.

They're strategic resets designed to help you build intentional clarity in your business.

Intentional strategy means having a clear purpose behind every decision, knowing not just what you're doing, but why you're doing it and how it connects to your bigger goals.

Strategy based on clarity means you can see through the noise, filter out what doesn't matter, and focus your energy on what will actually move your business forward.

When you combine intentional strategy with clarity-based thinking, you stop second-guessing yourself. You build momentum because every action has purpose. You create genuine confidence because you know exactly where you're going and why.

This isn't about quick fixes or generic advice. It's about understanding your specific situation and creating a path forward that feels right for you through my proven pathway: **Clarity > Confidence > Strategy > Execution**.



Marketing & Positioning Clarity

Get crystal clear on who you serve, how you help them, and how to communicate that in a way that actually feels natural to you.

What we'll work on together:

- **Who you really serve** — beyond demographics to the people who value what you do
- **Your unique value** — what makes you different and why it matters
- **Message clarity** — how to explain what you do so people immediately understand
- **Positioning strategy** — where you fit in the market and how to own that space
- **Content direction** — what to talk about and how to stay consistent
- **Your 'Route to Market'** — the best places to spend time and money generating leads and prospects for your business



Intentional Clarity on Marketing & Positioning

Perfect if you're feeling:

- Unclear about who your ideal client really is
- Struggling to explain what you do in a compelling way
- Scattered with your messaging and content
- Feeling you have to be everywhere all of the time
- Comparing yourself to others in your space and feeling like an imposter
- Like you're competing on price rather than value
- Frustrated that prospects don't "get" what makes you different
- Uncertain about your competitive advantages in a rapidly changing landscape

"I was overwhelmed by ideas working with Richard gave me clarity, structure, and a strategy that feels like mine."

Philippa Fairbrother, Team & People Development Specialist

Why Clarity Changes Everything

I'm the calm in the chaos. I help business owners and their teams think, act with confidence, and lead with emotional intelligence.

Together, we create clarity and build something that feels as good as it performs.

My Unique Formula for Business Growth

I have been doing this for 25 years now and help business owners and their teams gain intentional clarity for their Marketing Strategy and then help them implement their plan through focused mentoring and strategic guidance.

That Clarity creates Confidence, which creates Consistency — the 3 Cs of Growth.

What makes my approach different:

- **Deep listening** — I hear what you're saying and what you're not saying
- **Strategic clarity** — Cut through the noise to focus on what matters
- **Emotional intelligence** — Support you as a person, not just a business owner/leader
- **Practical structure** — Create systems that work for how you operate
- **Calm confidence** — Move from reactive to strategic thinking

This isn't about quick fixes or generic advice. It's about understanding your specific situation and creating a path forward that feels right for you.

My Marketing Philosophy

Marketing has fundamentally changed. We're at a pivot point where traditional tactics are losing effectiveness, and business owners are drowning in noise, conflicting advice, and platform algorithms they can't control. For many, this landscape is both terrifying and exciting at the same time.

I'm what you might call an advocate for "Human-Powered Marketing." People often discuss how marketing automation and AI will make personal connection obsolete — but a better way to look at it is that authentic, strategic marketing becomes even more valuable when everything else feels automated and impersonal.

The businesses that thrive aren't those with the most sophisticated funnels or the cleverest content tricks. They're the ones who understand that marketing should amplify their expertise, not mask it. Great marketing automates the mundane tasks but accelerates genuine connection and authenticity. Marketing is a tool that helps you think more strategically, communicate more effectively, and stay authentically yourself.

After helping dozens of businesses navigate marketing overwhelm, I've seen what works and what doesn't. This session cuts through the noise to focus on practical, purposeful strategy that fits how you actually work and who you actually serve.

What You'll Leave With

- **90-minute focused session** — a deep dive into your specific situation
- **Written summary, action plan, and clear next steps** — tailored to you
- **30-day email support** — questions answered as you implement
- **Relevant frameworks and templates** — tools to keep you moving forward

The Investment: £495

Why This Approach Works

After 25+ years helping businesses grow, I've learned that success doesn't come from adopting every new tool — it comes from choosing the right tools and using them with intention.

Stop being overwhelmed by all the noise about marketing. Begin building a purposeful approach that aligns with your business goals.

Ready to Book?

I'm only taking on a limited number of these each month — I want to give each one the attention it deserves.

To secure your spot:

Email: help@strategystructureresults.co.uk

Subject: "Intentional Clarity - Marketing"

I'll send you a short booking form and calendar link.



“Richard really is that sounding board for me. If you’re looking for accountability, focus and most of all clarity, I highly recommend him.”

Rebecca Meadows, Nexus
Earth - Energy Sustainability and
Manufacturing Cost Reduction
Strategist

