

Why We Just Gave You \$2,500 of Strategy ... For Free

Nobody buys words. They buy what the words do. That's why 95% of brand messaging doesn't convert. It's built to sound good—not to sell. We fix that.

At Canyas, we believe in proving our value before asking for yours. The Message House framework you just received isn't just a nice document—it's a strategic asset built to unlock clarity, conversion, and growth that most agencies would charge thousands for.



The "Free" We Gave You Isn't Cheap

\$2,500

Starting Price

Minimum cost other agencies charge for
a Message House

\$18,000+

Premium Price

What top agencies charge for the same
strategic framework

\$0

Your Cost

What we charged you for a custom-built
Message House

Why are these frameworks so valuable? Because they're not just copy—they're positioning, psychology, and proof that sells. We just handed you ours—custom-built, no strings attached—to prove we do what others only promise.





What You're Holding Right Now

Core Message

Sharpened to resonate with real buyers, not just sound good in a boardroom

Differentiators

Backed by emotional levers and authentic customer language that drives action

Proof Points

Pulled from real voice-of-customer data, not marketing assumptions

Execution Examples

CTA frameworks, ad copy, and channel-ready examples ready to deploy

Your Canyas Message House includes JTBD-based pain/gain mapping to crush objections before they show up. This is real agency work—not templates, not fluff, not theory.



What Most Agencies Won't Tell You

Their Approach

Most decks are written for the CMO, focusing on impressing internal stakeholders rather than converting customers.

Their messaging typically starts with an internal brainstorm, prioritizing what sounds good to the team.

Their deliverables often end up sitting in a shared drive, rarely translating to actual campaign results.

That's why we give one away. Not because it's cheap. Because it works, and we're confident you'll see the difference.

Our Approach

We write for the buyer, ensuring every word is crafted to resonate with the people who actually make purchase decisions.

Our messaging starts with the customer's brain, built on real data about what motivates their decisions.

Our deliverables are designed to turn directly into high-converting campaigns that drive measurable results.



The three blue chevron-shaped boxes contain the following icons from top to bottom:

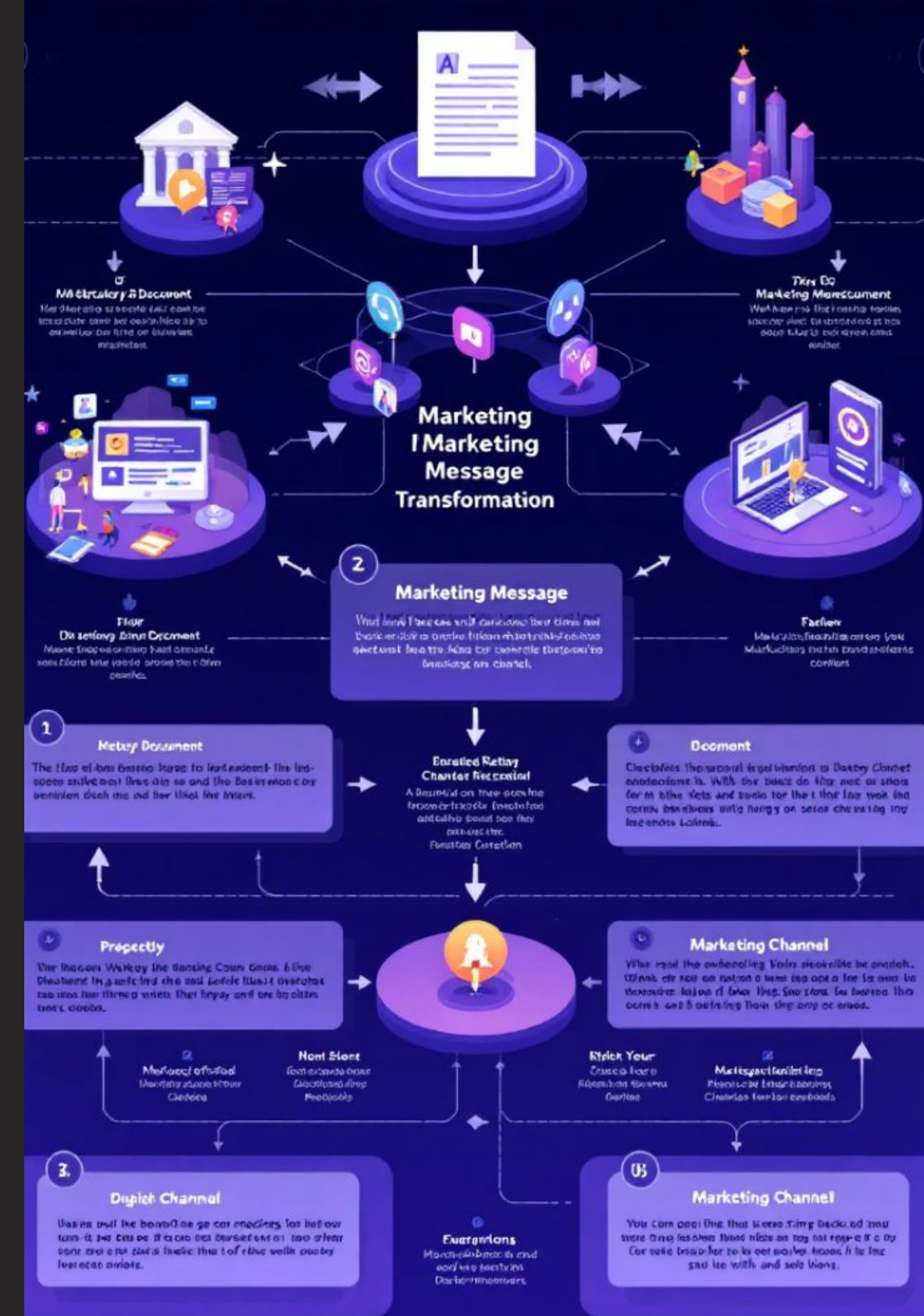
- A white icon of a globe inside a square frame, representing **Global**.
- A white icon of a lightbulb with a lightning bolt inside, representing **Innovation**.
- A white icon of a cross with four triangles pointing towards the center, representing **Impact**.

The strategic foundation

Applied across channels

Measurable business impact

It's not just messaging. It's performance marketing in disguise—a versatile tool that drives results across every customer touchpoint.



What Happens When You Actually Use It



Marketing clicks turn into sales calls

Your digital campaigns start generating qualified leads who understand your value



Reviews validate your pitch

Customer testimonials stop sounding random and start reinforcing your core message



Emails start converting

Outreach stops bouncing and starts building relationships that lead to sales



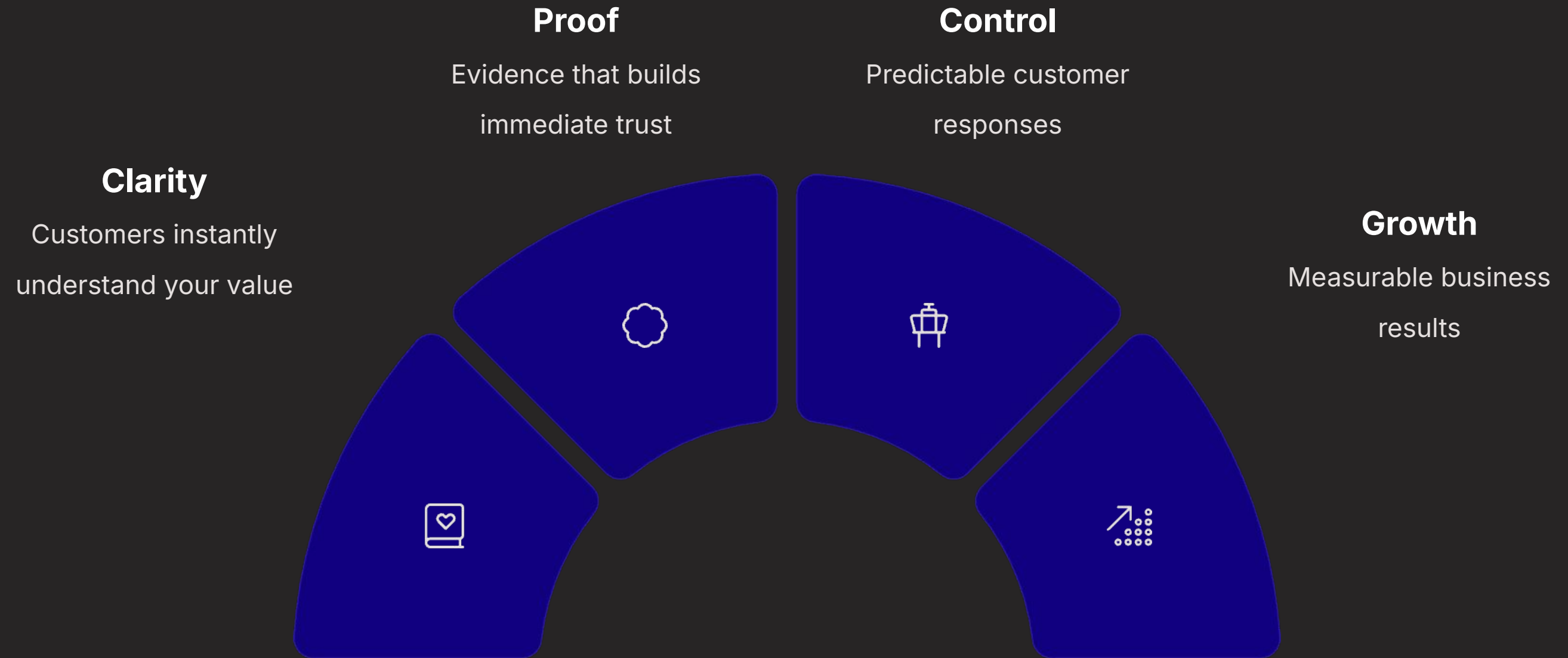
Sales teams close more deals

Representatives stop guessing and start confidently addressing real customer needs

Messaging isn't about what you say. It's about what they feel. This framework is how you control that emotional response to drive business results.



Canyas = Messaging That Closes



We don't sell templates. We sell clarity, proof, and control that drives real business growth. Our approach transforms your Message House into a powerful tool for customer acquisition and revenue generation.





Ready To Take The Next Step?

Paid Campaign

Transform your Message House into high-converting ads that capture attention and drive qualified leads

Outbound Sequence

Develop email and social outreach that resonates with prospects and opens doors

Landing Page

Create a conversion-focused web experience that turns visitors into customers

Script Training

Equip your sales team with messaging that addresses objections and closes deals

Let's talk about turning the strategic foundation we've built into tactical execution that drives results. Visit **canyas.ai** to start the conversation about what we can build together.

