

BRAND SWAY

BETTER MESSAGING FOR HIGHER PROFITS

2025 IMPACT REPORT

50 Graduates: 1/2024 – 7/2025

The Brand Sway training program for small business focuses on message development, content creation, and pricing power to fuel the sales and marketing engine. By shifting messaging and mindset, the program empowers business owners with the clarity, confidence, and the capability to evolve their offerings and tell their story more powerfully to develop solid, stable growth.

Brand Sway is not a class. It's a capacity-building catalyst.

Our graduates have...

- Increased employment
- Grown revenue
- Improved confidence and market positioning
- Built lasting peer support networks

During this 9-week course, participants learn to...

- Develop their unique selling points
- Identify their primary and secondary audiences, while diving into audience psychographics and buyer motivation
- Segment their market and messaging for each stage of the buyer's journey
- Develop their brand voice and value-focused brand messaging
- Shift from feature selling to focusing on benefits
- Handle pricing objections
- Evolve their pricing strategy

Participants receive...

- Two consultations with a messaging expert
- Customized Message Manual
- A brand video, featuring the Business Owner, talking about the value they offer
- Video footage, developed from a content party, where participants act like each other's "clients"

Graduate Demographics

94%	Women-Owned Enterprise
73%	Minority-Owned Enterprise
8%	Immigrant-Owned Enterprise
43%	Located in LMI Area
38	Industries Served

Workforce and Economic Impact

5.36M	Combined 2024 revenue
124	Jobs created between 1/2024 – 7/2025
2.64	Average job creation rate over the past 19 months

Brand Sway participants are leveraging clearer brand messaging to charge higher rates, expand services, and attract better clients. Participants feel empowered in how they speak about and present their businesses.

450%

Highest gains in brand message clarity

181%

Participants nearly tripled their belief in their marketing's ability to drive sales

65%

Average increase in sales confidence

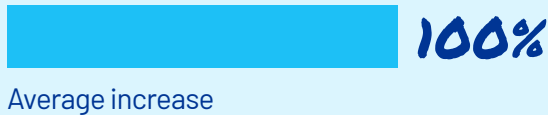
700%

Highest gains in sales confidence

Graduates are more confident in executing their marketing, collaborating with professionals, and engaging in sales.

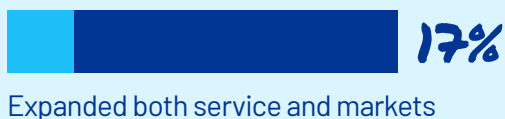
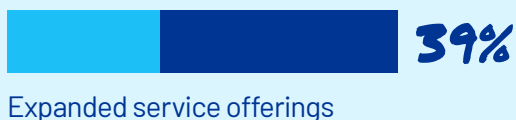
Clarity of Messaging

Message clarity is a direct driver of brand positioning, marketing effectiveness, and closing higher-value sales. Nearly every reporting business saw a triple-digit percentage gain, indicating stronger, more confident communication to their markets.



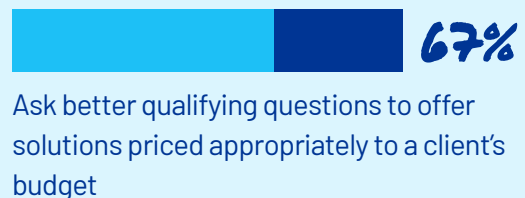
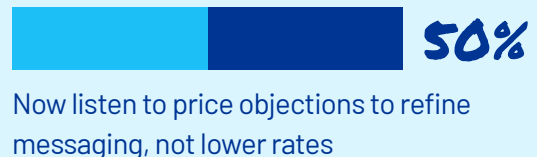
Business Expansion

Since graduating, participants have sought out new opportunities.



Pricing Behavior Changes (2025 Graduates)

100% of respondents reported an increase in their brand clarity and financial confidence. Participants are not just more visible, they're more profitable.



Refer a friend who needs better messaging for higher profits