SKILL PUBLISHER

Throughline

One positioning, carried intact across a website, a book series, a deck and a campaign, and kept there as the product moves.

The problem it solves

The positioning is agreed in a room, then written down again by four different people. Six months later the site, the deck, the book and the ads each say something slightly different and nobody can tell which is current. The drift is never decided. It accumulates.

One source
dated, attributed, versioned

Everything downstream
site, deck, book, campaign

Change it once
and it propagates

How it runs

1. **The message is written down once, with a date and a name against it**
   Not a slogan: the category you are in, the distinction you are making, and the wording that has been tested on real buyers. Every later asset cites it rather than paraphrasing it.
2. **Each artefact is generated from it, never written alongside it**
   Site copy, one-pagers, the deck, the figures and the campaign sequence all descend from the same statement, so they cannot drift apart by accident.
3. **When the message moves, the change is recorded and pushed down**
   A superseded wording is kept with the reason it was replaced, and everything still carrying it is listed. The point is not a tidy archive. It is knowing what currently says the wrong thing.
4. **Brand and voice are tokens, not taste**
   Type, palette and the voice rules live in the repository as values the build reads, so an asset made in month nine looks like one made in week one.

What you get

- A positioning statement the whole organisation can cite, with its history attached.
- A list, at any moment, of what is current and what is carrying an old message.
- Assets regenerated rather than re-edited, so correcting one thing corrects all of them.
- A repository your marketing team runs, with agents doing assembly and people doing judgement.



We research the field



We write the skill



We test it against your questions



You keep the folder

Throughline is one of the frameworks we have built and run ourselves, for a platform whose positioning had to survive a website, a book series, a deck and a launch campaign at once. Framework builds from £1,500 + VAT, scoped before any price is agreed.

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