

## **MoonieView VSL Script**

**Revised from voice mapping: customer voice revealed the truth, brand response is the script**

**Structure: Problem > Ceiling > Dream state > Solution > Results > Offer > Decision**

Record to camera. Business casual. Speak naturally — this is a conversation with one person.

### **1. The problem**

*[COLD OPEN: no music, no title card]*

If you're a creative freelancer or small agency doing work like photography, videography or illustrations you know that getting a referral client is different than booking a stranger from your website.

When someone comes to you through a friend or a past client, they already come in with the right energy. A referral already knows something about you. They trust you before you say a word. A referral call feels less like a pitch and more like two people working out the details of something that's already been decided.

Those calls are proof that you do great work, and that people love working with you.

Now think about your website.

Strangers land, stay for a minute, maybe ninety seconds, and leave.

And you can't figure out why. You've rewritten your bio more times than you want to count. You sit down on a Sunday, convinced this version will finally sound like you, and for a few days you feel good about it.. but the cold inquiries still don't come.

So you start wondering if it's the photography, or the fonts, or whether you're too niched, or not niched enough, whether to show pricing or hide it. You cycle through all of it trying to find a leak in the boat while the boat is still moving, and every time you think you plugged the leak, it feels like nothing's changed. Strangers still aren't booking. Even though you can see in your analytics that people are landing.

Here's what makes the problem hard to see. Somewhere there's another creative's page... someone whose work you know isn't as good as yours, but their page is clearly attracting cold clients. You land on that page and within thirty seconds you understand exactly what kind of clients they're attracting. And you think: my work is better. So what's their website saying that mine isn't?

No matter how many times you look at a successful competitor's website and compare it to yours, you can't identify the problem. If someone asks why they should choose you over someone else you don't have an answer. Everything looks right about your business to you, but the problem lives somewhere you can't see or name.

Here's what's happening.

When you read your own page, your brain already knows what you meant to say and fills in the gaps, including the gaps a stranger gets lost in. You've been standing on your own front porch trying to see your house the way a stranger would, and you just see your house. Not because you aren't perceptive, but because you've lived in it for years. You can't un-know your own business just like you can't un-know your own house.

The people who already know your work see you clearly. Strangers who land on your page haven't been given a reason to stay long enough to trust your work. That gap has a name, and once you know what it is, you stop guessing what to fix.

## **2. How your referral ceiling forms**

Your business has a ceiling right now, and the ceiling is your own network.

Your network is generous and loyal, but it's finite. And there are months where you're mostly just waiting: waiting for someone to think of you, for that text from a past client that says "I was just talking to someone who needs you." Those months feel like floating on water, waiting for someone to throw you a line.

There's a version of your business where growth is something you steer. Where you make business happen rather than waiting for them to happen to you. This version of your business already exists, but it needs your website to do more than just look pretty.

The trust that lets your referral clients say yes isn't something you can find yourself. It comes from the relationship between your past client and the person they're referring, and that relationship does the translating. Your page doesn't have a relationship with a stranger, which means your page has to build that relationship on its own.

And right now, your page is sitting there fluent in a language your referrals speak naturally, while a stranger reads it and can't quite get the gist of what you do and who you do it for.

This isn't a talent problem, and it isn't a sign that you need to rebrand, post more, or reinvent anything. It's a gap between what people who already know you can see and what a stranger landing cold can understand. This gap is fixable, once you know what someone sees on the outside.

### **3. What becomes possible**

Imagine waking up on a Wednesday to a calendar booking from someone you've never met. Not a referral. A stranger who found you through a hashtag or a search, looked at your page, and felt something specific enough to say yes to working with you.

Having complete trust that your page built up enough value that you no longer feel the need to lower your prices or justify them with more words.

The next time you go to a conference, a dinner, or a conversation and someone asks what you do, you can share your business card knowing that it answers every question you might not have had time to answer in person.

Everything you imagined is possible: the stranger who inquires without being referred, the pricing that lands without explanation, the page that answers questions for you. This is what happens when your website can say what your best referrals have always said about you in conversation.

I'm not asking you to rebuild it from scratch. You're just finding the one thing that's missing.

#### **4. What a MoonieView Brand Review is**

You've been offered "clarity" before, through brand audits and positioning workshops and strategy sessions. Maybe you got a few useful frameworks or a list of things to think about over the weekend, then Monday came and you weren't sure what to do with the information you received.

What you want is someone to look at your website closely and tell you the exact thing that isn't working, not five things but the one thing that, if you fixed it, the page would finally start saying what you need it to say.

And you want that person to read your website cold, without your backstory softening the read, without already knowing what you meant to say. You want to know what a stranger actually experiences when they land on your website, not what you hope they experience but what they actually experience.

A cold read of your website and how well it represents your brand done without warmth or backstory, reported back honestly: that's a MoonieView Brand Review.

My name is Miki Roberts. I work with creative service business owners like photographers, filmmakers, illustrators, and musicians, on exactly this problem. I've done over a dozen of these sessions. A MoonieView Brand Review is a live session where I read your page, your messaging, and your positioning as if I've never heard your name before, as a stranger with no prior context and no benefit of the doubt, and I tell you exactly what I find.

The reason you can't do this yourself is that when you read your own page, your brain fills in every gap automatically, including the gaps a stranger falls through. You can't un-know your own business, which means you're reading your page the way someone who built it reads it. You'll miss every place a stranger loses the thread. That isn't a skill problem but a position problem, and the only fix is someone reading your brand from the outside.

Asking your best friend won't get you there either. She loves you, which means she's already reading your page the way someone who believes in you reads it. That's not the read you need.

I call the gap between how you see your brand and how a stranger experiences it Brand Fog. Brand Fog is what happens when the words and positioning that feel completely clear to you read as vague or forgettable to someone who doesn't know your work yet. You can't see your

own Brand Fog for the same reason you can't see the back of your own head, because Brand Fog requires an outside read.

You aren't going to leave this session with a list of things to think about. You're going to leave with one specific thing, named, located and written down. The one thing that's creating the gap between how your referrals experience you and how cold traffic does.

## **5. What this looks like in practice**

One client came in because her website wasn't bringing in a single booking from cold traffic after years in business and countless social media posts. After our session, she realized her headline was describing her process rather than her ideal client's outcome, so she changed it. Within a week, strangers who had never heard her name were reaching out to book.

Another client had a beautiful, professional-looking website, but the visual choices only made sense for someone who already understood what she did, someone who already had the context because they were referred. A stranger landing on that site for the first time couldn't tell, within the first ten seconds, whether she was the right fit, and we found the disconnect in our session.

Both women were good at their work, and neither had a talent problem. The problem was that their pages weren't saying what their referrals said. We found where the Brand Fog lived, how it was affecting her business, and she got a plan on how to clear it.

The clients who come to me are capable, experienced, and trusted inside their own networks. After a session, their skill hadn't changed, but how their understanding of their customers' journey did. They finally know why strangers haven't been seeing what their referrals see, and that understanding is what prevents Brand Fog from showing up in your business.

## **6. What you get**

Six hundred and fifty dollars. I want to say that plainly and then tell you exactly what you get when you book your Moonieview Brand Review.

You might be thinking you've spent money on things like this before. On beautiful brand photos that didn't move the needle. Books you never opened. Maybe you took a strategy session where you had real insight and then two weeks later couldn't remember how to apply it. Or a course you got sixty percent through before life got busy. This ain't that.

Here's what happens when you book.

You pick your slot through Calendly and answer the intake form so we can prepare and make sure we have a focused conversation. The session is \$650 and you'll pay this after you've completed the intake form.

On the day of your session, I come to your brand the way a stranger would, with no prior context. Then we get on a call and I walk you through exactly what I found.

After the session, I send you a written document called the Fog Lifter Blueprint. The Fog Lifter Blueprint names the one thing creating the most fog in your messaging, written in plain language with the reason it's the priority, rather than a list of five things that would be nice to improve. You can hand the Fog Lifter Blueprint to a copywriter or a designer, or work through it yourself. Most clients start on that priority the same week, because once they have it in hand they know exactly what they're doing and why.

You'll come away with something written, specific, and ready to act on before the week is out, not a conversation you have to remember to apply.

As for whether the session will deliver: every client I work with leaves with one specific thing they didn't have going in, the exact location of the disconnect between how their referrals experience them and how cold traffic does. If you sit down with me and you don't leave with that clarity, I want to hear about it. I'll give you a full refund, no questions asked. It hasn't happened yet, but the offer stands.

I take a limited number of MoonieView sessions each month because I read every brand cold before we meet, and that preparation matters.

## **7. The decision**

You already know this is the right move. You recognized yourself somewhere in the last few minutes, and that recognition means something.

The only thing standing between you and knowing what strangers see when they land on your page is one session and a decision, not a long commitment or a rebrand but one session, one

Fog Lifter Blueprint, one clear priority. You've spent more time and energy on surface fixes that didn't move the needle. This is the one that names the actual problem.

Come as you are. Your page doesn't have to be perfect, your niche doesn't have to be locked in, and your Instagram doesn't have to be sorted. The session is built for exactly where you are right now: doing good work, wanting the right people to find you, and not knowing why they aren't.

And when you have this problem solved, we can talk about how to get more people to your website.

Click the button below, pick a time that works, and fill out the intake form. Two minutes to book. You'll know what to fix before the week is out.

I'll see you there.

*[END CARD: Calendly booking button]*