

IS YOUR MEMBER DIRECTORY LISTING WORKING HARD ENOUGH?

A quick clarity check for chamber, association, and business directory profiles that need to do more than list contact information.

The Real Issue

Your listing may not be incomplete because you forgot to fill it out. It may be incomplete because the strategy behind it is not clear enough yet.

Why This Matters

Your member directory listing is a visibility tool you are already paying for. If it only includes your business name, phone number, address, email, and website, it may confirm your business exists, but it may not help the right person understand why they should contact you.

A stronger listing starts before the writing. It starts with clarity around what problem you solve, who you serve, what makes your approach different, and what next step makes sense.

Directory Listing Clarity Scorecard

Rate each question from 1 to 3: 1 = not clear, 2 = somewhat clear, 3 = clear and specific.

Clarity Question	Score (1-3)
Does my listing clearly explain the problem my business helps people solve?	
Does it name who I serve in a way that feels specific enough?	
Does it show what makes my approach, experience, or perspective different?	
Does it give someone a logical next step?	
Does it reflect the business I am running now, not an older version of it?	
Does it sound like my business, or could it belong to several competitors?	
Would someone who met me briefly at an event understand why they should follow up?	

What Your Score May Tell You

7-11 Listing relies heavily on basic contact information.	12-17 Useful information may be there, but the strategy may not be clear enough yet.	18-21 The listing is working harder. Review whether it reflects your current business, audience, and next step.
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Before you rewrite, clarify these five things

Main problem people come to you to solve:	Client, customer, or organization you serve best:
What people misunderstand about your work:	What makes your approach different:
Next step someone should take:	



DIRECTORY LISTING STRATEGY OPTIONS

WANT HELP LOOKING AT YOUR LISTING WITH A STRATEGIC EYE?

A directory profile is not just an admin task. It is a small visibility asset that can support referrals, event follow-up, search visibility, and stronger first impressions.

What this scorecard is designed to do

This resource is designed to help you see where clarity may be missing before you rewrite your listing. It will not write the listing for you, build a complete keyword bank, or replace the deeper strategy work that makes a listing effective.

Choose the level of support that fits what you need

Strategic 'About' Section Rewrite | \$300

Strengthen the main public-facing About/Description section of your directory listing so your business value, differentiation, and ideal audience are easier to understand. Best if your listing has the right information, but the message needs more clarity and focus.

Strategic Directory Listing Refresh | \$500

Updated search description, description/about section, keyword direction, highlights direction, CTA recommendation, and one revision for one business listing. Best if you want a strategic draft to respond to instead of starting from a blank page.

Core Mission + Strategic Directory Listing Refresh | \$1,000

For Core Mission Session clients who want to apply their clarified values, mission, audience, and direction to a stronger directory listing. Includes the Strategic Directory Listing Refresh with \$100 in bundled savings.

Positioning Clarity Sprint + Retainers Included when aligned

Directory listings can be included as an implementation deliverable when they support the positioning, messaging, and strategic foundation we are building together.

A small asset can make a big difference

A listing is a small visibility asset, but it can reveal a larger clarity issue. If the problem, audience, difference, or next step is hard to explain in your listing, it may be worth looking at the strategy underneath.

Ready to make your listing work harder?

If this scorecard helped you see what may be missing, let's talk through it. Schedule a free 15-minute Directory Listing Strategy Assessment. We can look at your current profile, identify where clarity may be missing, and decide which level of support makes sense.

**SCHEDULE A DIRECTORY LISTING
STRATEGY ASSESSMENT**