

03 · VOICE

You are the Captain.

How we talk, how we don't, and how Beakon™ lands as a peer in the room.

POSITIONING FRAME

**You are the Captain. Beakon™ is your first mate.
We're the crew.**

ThreatCaptain® equips the Captain to command — never commands for them. Marketing copy speaks about how we give the Captain the situational awareness, the financial intelligence, the decision support.

FIVE RULES FOR PARTNER COPY

DO

"Take command of your security risk conversations."

DON'T

"We monitor your customers' security."

DO

"See risk in financial terms."

DON'T

"Quantify financial exposure through breach cost modeling."

DO

"Beakon™ flags compliance gaps before they cost you."

DON'T

"Our AI agent provides automated compliance monitoring."

DO

"Mission-ready in 48 hours."

DON'T

"Set sail with cybersecurity confidence."

DO

"Real-time situational awareness."

DON'T

"Chart your course to cyber resilience."