

MINI AUDIT

**Strong proof. Real
outcomes.**

100+ university partners.

*But the positioning is buried
in the FAQ.*

A streamlined teardown of Risepoint's
public-facing message architecture.

risepoint.com

PUBLIC TEARDOWN

What a Structural Messaging Issue Looks Like

A streamlined audit of Risepoint's
public-facing message architecture

risepoint.com

Messaging isn't decoration. It's infrastructure.

Message Architecture™ Audit by the Morrison Methodology

MARKMORRISONADVISORY.COM

THE COMPANY

What Risepoint Is Trying to Say

Risepoint positions itself as an education technology company partnering with universities to expand access to affordable, workforce-focused programs that deliver a high return on investment for students.

At its best, Risepoint is trying to say:

"We help universities grow online programs that are affordable, workforce-relevant, and valuable for students."

That story becomes much clearer lower on the homepage — especially in the FAQ. But by then, most buyers have already formed a first impression.

THE PROBLEM

Where the Structure Weakens

The homepage hero —

"Helping universities and students reach new heights"

— is broad and aspirational. It could describe many education companies.

ABOVE THE FOLD

Broad aspirational language

"Array of services"

"World class support"

Breadth without edge

BURIED IN THE FAQ

Regional universities

Workforce-focused programs

Affordability & strong ROI

Nursing, teaching, business

Real positioning

THE KEY ISSUE

Risepoint Is Saying Many True Things

But it is not organizing them into one strong frame early enough.

- Positioning blur
- Softer buyer certainty
- More optionality for the buyer to leave
- Weaker differentiation
- Slower conviction

The site asks the buyer to piece together the value story over time.

What This Likely Creates

Buyers understand the company too slowly

Proof works harder than the positioning

Universities see capability without immediately seeing fit

A softer path to the "Get in Touch" CTA

Risepoint has strong proof:

100+

University partners

25K+

Courses launched

22K+

Faculty supported

1.5yr

Avg student payback

THE DIAGNOSIS

The Issue Isn't Missing Proof

The proof is being asked to rescue a message that should be clearer first.

When the strongest position is buried below the fold, the site creates more interpretation than it should.

The buyer has to assemble the value story themselves.

What Stronger Message Architecture™ Would Clarify

1

Move real positioning to the top

Lead with who you're built for, not aspirational breadth

2

Define the partner model clearly

Regional universities building affordable, workforce-relevant online programs

3

One growth model, not a menu

Turn services into a single clear framework, not a list of supports

4

Make buyer fit unmistakable

A university should know in seconds whether Risepoint is built for them

5

Let proof reinforce, not compensate

Strong proof should amplify a clear thesis — not substitute for one

THE LESSON

A company can have real capability,
real proof, and real outcomes —
*and still weaken itself if the strongest
positioning is buried too deep.*

It's not that it lacks value.

It's that it lacks a strong frame for that value.

This is a streamlined public teardown. A full Message Architecture™ Audit goes deeper into audience clarity, differentiation, buyer certainty, proof hierarchy, and conversion friction.

Every click, scroll, and pause in a buying journey reflects the story your messaging is telling.

What story are you telling?

This mini-audit is not about rewriting words.

It is about seeing where the story loses structure.

If your company has a strong offer but the market still needs too much explanation, your messaging may be carrying hidden friction.

That's the kind of work I help untangle.