

# Awards Don't Convert

*What happens when reputation can't  
find a front door.*

---

Malissa Thorpe · [malissathorpe.com](http://malissathorpe.com)

Malissa Thorpe

*Where your service becomes assets.*

## You've done the hard part

There's a luxury lodge collection that has hosted royalty, founders, and guests whose names you would know. They've won the awards that define their category. Their reputation is extraordinary.

Their website is thirty screens of accolades and not one guest outcome story. Their only call to action is 'request a quote.'

There's a financial advisory that writes beautifully about the emotional relationship people have with money. They understand behavioural finance. They've built proprietary tools and frameworks. Their philosophy page is one of the best I've read.

Their only way to get in touch is a contact form that says 'get in touch.'

No way to taste the expertise before committing. No follow-up. No pathway from 'I'm interested' to 'I'm a client.'

Both of these businesses have solved the hardest problem: earning trust. They've done the years. They've built the reputation. They've delivered the work. What they haven't built is a front door.

## What happened to 'don't sell'

Kapferer and Bastien have a famous principle in *The Luxury Strategy*: don't sell. In luxury, the brand communicates. It doesn't pitch. The path to becoming a client should feel earned, not pushed.

A lot of premium businesses have taken this on board beautifully. They don't hard-sell. They don't run discounts. They don't blast promotional emails. Good.

But many of them have overcorrected.

'Don't sell' got interpreted as 'don't give people a way to buy.' 'Make it difficult for clients to buy' (another Kapferer principle, meaning earned access, meaning the experience should feel curated) got interpreted as 'make it impossible.' No next step. No clear path. Just a reputation floating in the air with nowhere to land.

*There's a difference between a door with a buzzer,  
which signals exclusivity.*

AND A BUILDING WITH NO DOOR AT ALL, WHICH  
JUST SIGNALS CONFUSION.

---

WHAT ACTUALLY HAPPENS

## The warm prospect who leaves

Someone arrives at your website. Maybe from a referral, maybe from Google, maybe from an Instagram click. They're already warm. Someone told them you're good, or they've found enough evidence to believe it themselves.

They explore. About page. Portfolio. Services. Testimonials. They're getting warmer.

They're ready to take the next step. Not ready to sign a contract. Ready to learn more. Ready to have a conversation. Ready to see if this could work.

They look for that next step.

They find 'Contact Us' with a generic form. Or 'Request a Quote.' Or 'Get in Touch.' Or nothing at all.

They leave. Not because they weren't interested. Because the step between 'impressed' and 'engaged' didn't exist.

---

WHAT'S MISSING

## The three things your front door needs

### 01 **A proof point, not a trophy**

Not a testimonial. Not a logo on the page. A real before-and-after. What was the problem? What did you do? What changed? Specific enough that someone in the same situation reads it and thinks: that's me. Thirty awards tell me you're good. One outcome story tells me what happens if I hire you. That's a completely different thing.

### 02 **A low-commitment next step**

Not 'book a call.' Not 'request a quote.' Something that gives value before it asks for commitment. 'Let me review your marketing setup. You'll get a written report. Yours to keep.' That's not a sales funnel. That's exactly the kind of thing a luxury business should offer: a taste of the experience before the commitment.

## 03 **An immediate, in-voice response**

When someone takes that first step, what happens next? Not tomorrow when someone checks the inbox. Immediately. In your brand's voice. Confirming what they asked for, telling them what to expect, making them feel like they just walked through the door of somewhere worth being.

---

### — NEXT STEP

## Build the front door

You've earned the trust. The missing piece is the step between 'impressed' and 'engaged', and you can see exactly where it's missing before you build it.

That's what a Second Opinion is. A structured review of your marketing and communications setup, including the path from first contact through to client. You get a written report: where you are now, what's leaking, and what to fix first. It takes about 90 minutes of your time, and you keep the report whether or not we work together.

Let me review your marketing setup.

You'll get a written report showing what's leaking and what to fix first.

From \$750. Yours to keep either way.

MALISSATHORPE.COM

---

### — ABOUT THE AUTHOR

Malissa Thorpe builds marketing systems for luxury and premium businesses. She connects every channel into one view, defines how brands communicate, and makes sure the infrastructure actually delivers on the promise. She has done this across multiple industries and markets for more than a decade.

malissathorpe.com · malissa@malissathorpe.com · Book a Second Opinion

*Where your service becomes assets.*