



I am pleased to recommend Chris Tschantz and “Test Pilot Creative.”

Like many business owners, I understood the services I provide but found it difficult to communicate my value clearly and consistently to prospective clients. During a Brand Synergy Mapping Session, Chris helped me bridge that gap. Through a thoughtful and structured process, he guided me in defining my brand, identifying what differentiates my business, and developing a framework that allows me to talk about my services with greater confidence and clarity.

One of the most valuable outcomes was gaining a deeper understanding of my clients' needs, wants, and concerns. Chris helped me uncover the language and messaging that connects my expertise with what matters most. As a result, I now have a clearer understanding of what I do; why prospective clients should choose to work with me; and how to communicate that effectively.

A significant "aha" moment for me was realizing that a strong brand is much more than a logo or marketing materials. Chris demonstrated how a clearly defined brand serves as a roadmap for business decisions, client conversations, networking opportunities, marketing efforts, and long-term growth. The process provided practical tools and insights that I now use every day.

As I spent time with Chris, I appreciated how easy he was to talk with. He listens well, asks thoughtful questions, and more than once, challenged me to think deeper, leading to ideas and insights I had not previously considered. It became clear that he has experience helping organizations communicate what makes them unique, yet he shares that knowledge in a natural, conversational way.

My experience with Chris was both enlightening and valuable. I confidently recommend Chris Tschantz and Test Pilot Creative to any business owner, entrepreneur, or organization seeking greater clarity around their brand, messaging, or market differentiation.

Sincerely, Ray Evans