

Brand Message Clarity Test

Who it's for: Businesses that get "So what do you actually do?"

What you'll get: A quick test to tighten your message in minutes

1) The Goal

Make your business easy to understand in 5 seconds.

2) The Checklist

- Can a stranger answer these instantly?
- What do you sell?
- Who is it for?
- What problem do you solve?
- Why should I trust you?
- What should I do next?

3) Quick Wins

- Rewrite your headline as an outcome
- Add one proof line near the top
- Use buzzwords and keep meaning

4) Common Mistakes

- Trying to sound big instead of clear
- Listing too many services with no priority
- No CTA, then no action

5) Next Move

We package your value so customers understand it and move.
