

Find the clearest way to say it.

A message clarity workbook for an established business. Use it with the people who sell, deliver and know your customers.

1. Choose the customer

Describe the priority customer's situation. What has changed for them? What do they need to resolve? What makes them a good fit for your business?

2. Name the problem

Write the problem in language the customer would recognise. Separate what they experience from the service or tool you want to sell.

3. Explain the offer

What do you do, how does it work and what useful change does it support? Start with one plain sentence, then add the detail a customer needs to evaluate it.

4. Give a reason to believe

List three genuine strengths and the evidence behind each. Use approved customer feedback, relevant work or a process you can demonstrate. Mark any claim that still needs verification.

5. Make the next step clear

What should a suitable prospect do next? What will happen when they do it? Describe the action and the first human response.

Bring the message together.

Working structure

For [customer in this situation], we help with [recognisable problem] by [plain description of the offer]. Our approach is credible because [specific evidence]. Start with [clear next step].

Test it in a conversation

Ask someone outside the business to explain the offer back to you. Can they identify the customer, the problem, the work and the next step? Record what was clear and what caused hesitation.

Make it a working asset

Agree the approved wording, owner and review date. Use the message to guide the homepage, proposals, email and content. Adapt the format without changing the underlying explanation.

Message owner: _____ Approved date: _____

Master file location: _____