

# MESSAGE CLARITY TEST

## Is Your Brand Message Clear Enough to Attract the Right Customers?

Answer each question Yes or No.

The more “No” answers you have, the more your message is costing you sales.

### 1. Clarity

- Can you clearly state in one sentence what you do and who you do it for—and
- Would your team say it the exact same way?

*If your own people are confused, your customers will be too. If you confuse...you lose.*

☐ YES ☐ NO

### 2. The Problem

- Can your ideal customer instantly recognize the problem you solve for them when they see your marketing?

*If they can't see their own pain in your words, they won't pay attention.*

☐ YES ☐ NO

### 3. The Plan

- Does your website, social media, and sales copy clearly show the step-by-step plan to work with you?

*If it feels complicated, they'll move on to someone easier to understand.*

☐ YES ☐ NO

#### 4. Call To Action

- Would a stranger know the exact action you want them to take after seeing one piece of your marketing?

*If your call-to-action is buried, you're leaving money on the table.*

☐ YES   ☐ NO

#### 5. Transformation

- Does your messaging consistently paint a picture of the transformation your customer will experience after working with you, or buying your product?

*If you're only talking about features and not about the change in their life, your message won't connect.*

☐ YES   ☐ NO

#### SCORING

- 5 Yes – Your message is strong and consistent.
- 3–4 Yes – Your message works but could use sharpening.
- 0–2 Yes – Your message is likely confusing customers and costing you sales.

#### Next Step

If you scored less than 5, your messaging has gaps—and those gaps are opportunities. Before you waste more money on marketing, make sure your message is clear!

Get your free 30-minute Message Review Call and leave with a clear next step to strengthen your marketing.

**Schedule Your Call**

or visit [overwatch.marketing](https://overwatch.marketing)



Phone: 502-759-9569

Email: [cj@overwatch.marketing](mailto:cj@overwatch.marketing)

Social: [@overwatch.marketing](https://twitter.com/overwatch.marketing)