

When your words work against you

The messaging reality most businesses miss

We see this pattern constantly. You've built something remarkable, you know it solves real problems, but when prospects land on your website or read your pitch deck, something just... doesn't click. The disconnect isn't your product or your team, it's your messaging.

Here's what we've learned working with dozens of fbusinesses:

YOUR MESSAGING ISN'T FAILING BECAUSE YOU NEED A BETTER COPYWRITER. IT'S FAILING BECAUSE IT'S NOT CONNECTED TO YOUR BRAND STRATEGY, AND IT'S TRYING TO BE EVERYTHING TO EVERYONE ACROSS EVERY TOUCHPOINT.



THE 15-SECOND REALITY

We're all drowning in content. TikTok proves to process information; we do it in 15-second windows, and that reality has fundamentally changed how people evaluate businesses. Your prospects aren't reading every word, they're scanning for signals that you understand their world and can solve their specific problem.

Most founders respond to this by cramming more features and benefits into less space. But that's exactly backwards. In a world of infinite choice and shrinking attention spans, less is more has become the only thing that works.





THE FEATURES TRAP

We get it. You're proud of what you've built, and you want prospects to understand the depth of your solution. So you lead with features, add comprehensive benefit statements, and walk them through your process.

Here's what we see happen every time: customers don't choose you because of your features—they choose you because you understand their problem better than anyone else.

When we audit messaging for funded businesses and growing SMEs, the pattern is always the same. They're answering "what do you do?" instead of "why should I care?" They're explaining their process instead of demonstrating their understanding. They're trying to convince instead of connect.



THE BRAND-MESSAGING DISCONNECT

Most founders treat messaging like it's separate from brand strategy. They'll spend months on positioning and values, then hand off "copy" to someone who's never been in a strategy session.

What we've learned is that messaging isn't an output of brand strategy, it's brand strategy made tangible. Every word choice either reinforces your positioning or undermines it. Every sentence either builds trust with your specific audience or dilutes your message by trying to appeal to everyone.

The copywriters who understand this are rare. Most focus on conversion optimisation without understanding that sustainable conversion comes from consistent brand reinforcement. They'll A/B test headlines without considering whether the "winning" version aligns with your strategic positioning.



THE TOUCHPOINT BLINDNESS

Here's where it gets really interesting. Even founders who nail their website messaging usually stop there. But your prospects don't experience your brand in one place, they encounter you across sales calls, email sequences, social posts, proposals, and presentations.

We've never worked with an SME that had messaging consistency across touchpoints. Your website copy won't work for your sales team. Your internal communications won't work for PR. Your pitch deck language won't work for customer support.

Each touchpoint has different readers, different contexts, and different goals. But they all need to feel like the same brand. That requires strategic thinking about how your core positioning translates across every customer interaction.

Why this matters more now

Three things have made strategic messaging critical for growing companies:

MARKET SATURATION

In every category, there are dozens of alternatives. Features aren't differentiators anymore, perspective is.

TRUST ACCELERATION

You have less time to build credibility with prospects. Every word needs to signal expertise and understanding.

SCALE CHALLENGES

As you grow, messaging inconsistency becomes a growth tax. Mixed signals from different touchpoints create friction at every stage.

The companies that figure this out first don't just convert better—they build sustainable competitive advantages through language.

Your three implementation tools

TOOL 01

THE MESSAGE ESSENCE AUDIT

What it reveals How much your current messaging actually says

Time investment 2 hours

Strategic impact Immediate clarity and focus.

The reality check: take your homepage, your sales deck, and your email signature. If someone had 15 seconds to understand what you do and why it matters, what would they walk away with?

THE PROCESS

STEP 1 **The Stranger Test** - show your current messaging to someone who's never heard of your company. Give them 15 seconds to read, then ask:

- What problem do we solve?
- Who do we solve it for?
- What makes us different?

Record their answers exactly.

STEP 2 **The One-Line Challenge** - Complete this sentence in 10 words or less:

"We help [specific audience] [achieve specific outcome]
by [unique approach]."

STEP 3 **The Jargon Purge** - circle every word in your messaging that requires industry knowledge to understand. Count them. If it's more than 3 per paragraph, you're speaking to yourselves, not your customers. Actions:

- Eliminate every sentence that doesn't pass the 15-second test
- Replace industry jargon with outcome language
- Lead with customer problem, not your solution features
- Test your one-line description with 5 people outside your industry

WHAT SUCCESS LOOKS LIKE

A complete stranger can understand your value in 15 seconds and repeat it back in their own words.

Every headline reinforces your market position

TOOL 02

THE BRAND-VOICE BRIDGE

- What it reveals** Whether your messaging reinforces or undermines your positioning.
- Time investment** 3-4 hours
- Strategic impact** Messaging that builds brand equity while converting.

STEP 3 The Differentiation Filter - for every key message, ask

- Could our main competitor say this exact thing?
- Does this sound like everyone else in our space?
- What would we say that they wouldn't dare?

YOUR VOICE ARCHITECTURE

Brand Position	Required Personality	Voice Characteristics

[DOWNLOAD SHEET](#)



THE STRATEGIC FRAMEWORK

STEP 1 Position-to-Voice Translation

- What's your core market position? (If you don't have one, stop here)
- What personality traits does that position require?
- How would someone with that personality talk to your ideal customer?

STEP 2 The Competitor Voice Map - Document how your top 3 competitors communicate

- What tone do they use? (Professional, casual, urgent, friendly?)
- What words appear repeatedly in their messaging?
- What promises do they all make?

IMPLEMENTATION RULES

Every headline reinforces your market position ✓

Your tone differentiates you from competitors ✓

Your language reflects your audience's world, not yours ✓

Your promises connect to your unique value, not generic benefits ✓

WHAT SUCCESS LOOKS LIKE

Your messaging feels distinctly "you", customers could identify your brand even without seeing your logo.

TOOL 03

THE TOUCHPOINT MESSAGE MATRIX

What it reveals How your message needs to adapt across every customer interaction.

Time investment 8-12 hours

Strategic impact Consistent brand experience that scales.

THE COMPLETE FRAMEWORK

STEP 1 [Touchpoint Mapping List](#) - every place customers encounter your brand:

- **Digital** Website, emails, social media, ads, chat
- **Sales** Pitch decks, proposals, discovery calls, demos
- **Marketing** Content, PR, events, partnerships
- **Operations** Onboarding, support, billing, renewals

STEP 2 [Context Analysis](#) - for each touchpoint, define:

- **Audience** Who's reading this? (decision maker, user, influencer?)
- **Mindset** What are they thinking/feeling at this moment?
- **Goal** What action do you want them to take?
- **Constraints** How much time/attention do you have?

STEP 3 [Message Adaptation Matrix](#)

Touchpoint	Core Message	Adapted for Context	Tone
Homepage			
Sales Deck			

[DOWNLOAD SHEET](#)



STEP 4 [Consistency Guidelines](#) - create rules for your core positioning:

- **Value proposition variations** for different audiences
- **Tone guidelines** for different contexts
- **Language patterns** that stay consistent
- **Forbidden phrases** that dilute your positioning

ADVANCED IMPLEMENTATION

Build approval process for new messaging ✓

Train teams on context-appropriate communication ✓

Map customer journey from awareness to advocacy ✓

Identify message gaps between touchpoints ✓

Create transition language for handoffs between teams ✓

WHAT SUCCESS LOOKS LIKE

Every customer interaction feels like the same brand, but perfectly adapted for that specific moment and audience.

30-DAY IMPLEMENTATION SCHEDULE

WEEK 1: FOUNDATION

- Complete Message Essence Audit
- Define your one-line value description
- Audit current messaging for jargon and confusion

WEEK 2: ALIGNMENT

- Build Brand-Voice Bridge
- Map competitor messaging landscape
- Create voice architecture guidelines

WEEK 3: EXPANSION

- Begin Touchpoint Message Matrix
- Map all customer interaction points
- Analyse context and audience for each

WEEK 4: IMPLEMENTATION

- Adapt core messaging for priority touchpoints
- Test new messaging with team and customers
- Create guidelines for ongoing consistency

Success metrics to track:

IMMEDIATE (WEEK 1-2)

- Message clarity score from stranger tests
- Reduction in explanation time needed
- Increase in "I get it" responses

SHORT-TERM (MONTH 1-3)

- Improved engagement on updated messaging
- Faster sales conversations
- More qualified inbound inquiries

LONG-TERM (MONTH 3-6)

- Higher conversion rates across touchpoints
- Stronger brand recognition
- Premium pricing acceptance

WHEN TO CALL THE EXPERTS

You'll know it's time for strategic partnership when:

- **TOOL 3 FEELS OVERWHELMING** Mapping messages across 15+ touchpoints while maintaining strategic consistency
- **BRAND STRATEGY ISN'T CLEAR** You need positioning work before messaging can be effective
- **IMPLEMENTATION KEEPS STALLING** Understanding what to do versus actually doing it consistently
- **TEAM ALIGNMENT STRUGGLES** Different departments interpreting messaging guidelines differently
- **SCALE DEMANDS PRECISION** Growth requires systematic messaging architecture, not ad-hoc improvements

THE REALITY

These tools give you the framework to understand strategic messaging. But building and implementing a complete messaging system that scales with your ambitions? That requires experienced strategic thinking and systematic execution.

Ready to build messaging that actually builds your brand?

Want to do the work yourself? The Foundation gives you the full strategic framework - without the agency price tag. Join the waitlist at <https://thefoundationwaitlist.scoreapp.com/>

Want expert help? Book a free 30-minute call. <https://calendly.com/marcus-singlethread/30min>

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