Is your messaging costing you growth?

Your marketing sounds good. Your slides look good. Your pitch feels good.

But something's not clicking.

Maybe you're not converting the way you know you could.
Maybe you are explaining more than you should.

That’s not just a sales or a marketing problem. That’s *false clarity* in action.

This 2-minute check reveals where you are on the false clarity spectrum.

The 7-point False Clarity Check

Answer honestly. Yes or no.

1. Was your messaging created without recent customer interviews?
2. Are your personas mostly based on team input, not customer quotes?
3. Do you hear your customers’ language in your copy or just your own?
4. Does your sales team use different words than marketing?
5. Has your value proposition ever been *tested* (or only “workshopped”)?
6. Do new team members understand the story faster than prospects do?
7. Do good leads still ask what you actually do, even after visiting your website?

What your score says

0–2 yes You’re on solid ground. Keep a pulse on your best customers.
3–4 yes There’s assumption leakage. Time to revisit the source.
5+ yes You’re operating on false clarity. A strategic reset could fuel your next growth phase.

Ready for more?

Book a strategic clarity call at babelfish.agency
Read this bullshit-free article on positioning

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