# 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.

| | Yes | No |
|---|---|---|
| Was your messaging created without recent customer interviews? | | |
| Are your personas based on team input, not customer quotes? | | |
| Do you hear your customers’ words in your copy or your own? | | |
| Does your sales team use different words than marketing? | | |
| Has your value proposition **never** been *tested* on product-market fit? | | |
| Do new team members struggle to find a clear picture of your ideal customer? | | |
| Does your sales team create their own use cases instead of using shared, validated ones? | | |

## What your score says

**0–2 yes** You’re on solid ground.
**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 deep-dive article on positioning

© Copyright Desirée Kolman
06-524 77 244 - www.babelfish.agency

Babelfish
Customer Clarity