

Fix Your Phrasing: Does Your Messaging Sound Like Everyone Else?

If your messaging works for your competitor, it's not working for you.

Take this test:

Read your homepage headline and value proposition aloud. Now check the messaging on your competitors' sites. Can you tell the difference?

Common Offenders:

- "Solutions for Every Business." (Generic)
- "Driven by Innovation." (Everyone says this)
- "Customer First." (We hope so...)

What to Say Instead:

- Be **ultra-specific** about your audience.
- Talk about how you **solve their problems**.
- Use **language your customers would actually use**.
- Focus on what makes you **truly different**, not just "better."

Your business is unique – so your messaging should be, too.

You don't need new words. You just need the *right* ones.

Let's find yours. Check out our Brand Focus Solutions at carneyco.com/brand-focus/

