PRACTICAL MARKETING FOR ESTABLISHED BUSINESS OWNERS

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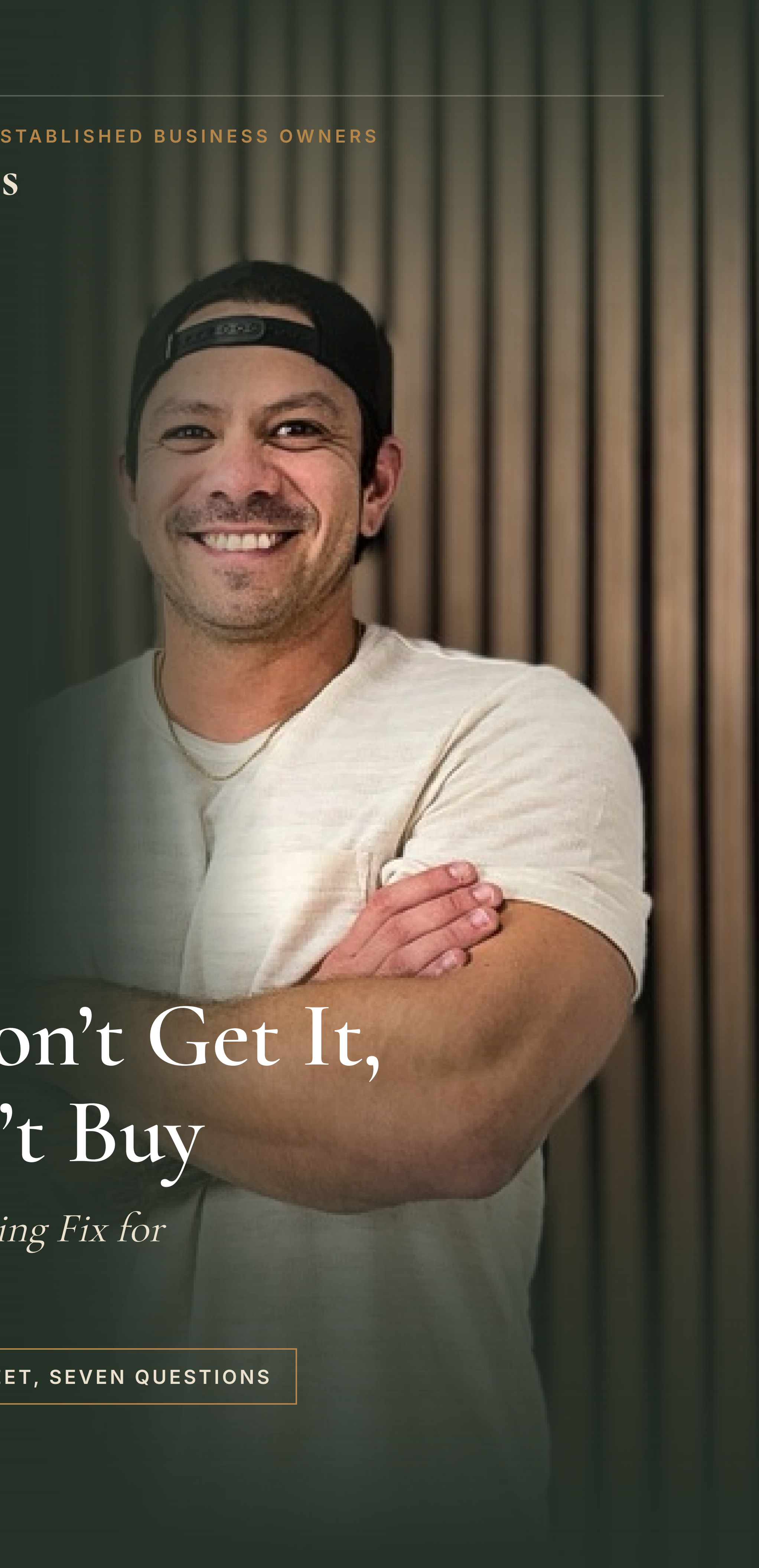


If They Don't Get It, They Don't Buy

The One-Page Messaging Fix for Your Business

FREE GUIDE · ONE WORKSHEET, SEVEN QUESTIONS

tylerjlewis.com

START HERE

If they don't get it, they don't buy.

Not "if they don't like it." Get it. Most businesses lose customers long before anyone forms an opinion about them, because the customer couldn't tell what was being offered and moved on to someone who made it plain.

You know your business is good. The people who've worked with you know it. The problem is everyone in between: the stranger on your homepage, the referral reading your LinkedIn, the person at the party who asked what you do and got a four-minute answer.

> **WHAT A CLEAR MESSAGE COSTS YOU TO SKIP**
> Every sale needs a conversation to explain the basics. Marketing spend goes to people who leave confused. Competitors with a worse product and a clearer sentence get the call.

What's inside

A five-second test you can run today on anything you've published. Seven questions that, answered honestly, become your whole message on one page. A made-up financial advisor works through all seven so you can see what a clear answer looks like next to a vague one. Then a blank sheet for you.

How to use it

1. Run the test on page 4 before you change anything. Write down what the stranger actually said.
2. Answer the seven questions in order. Each one depends on the one before it.
3. Copy your answers onto the one-page sheet. That page is your message. Everything else gets written from it.
4. Put it to work using page 15: your headline, your bio, your first email line, your spoken answer.

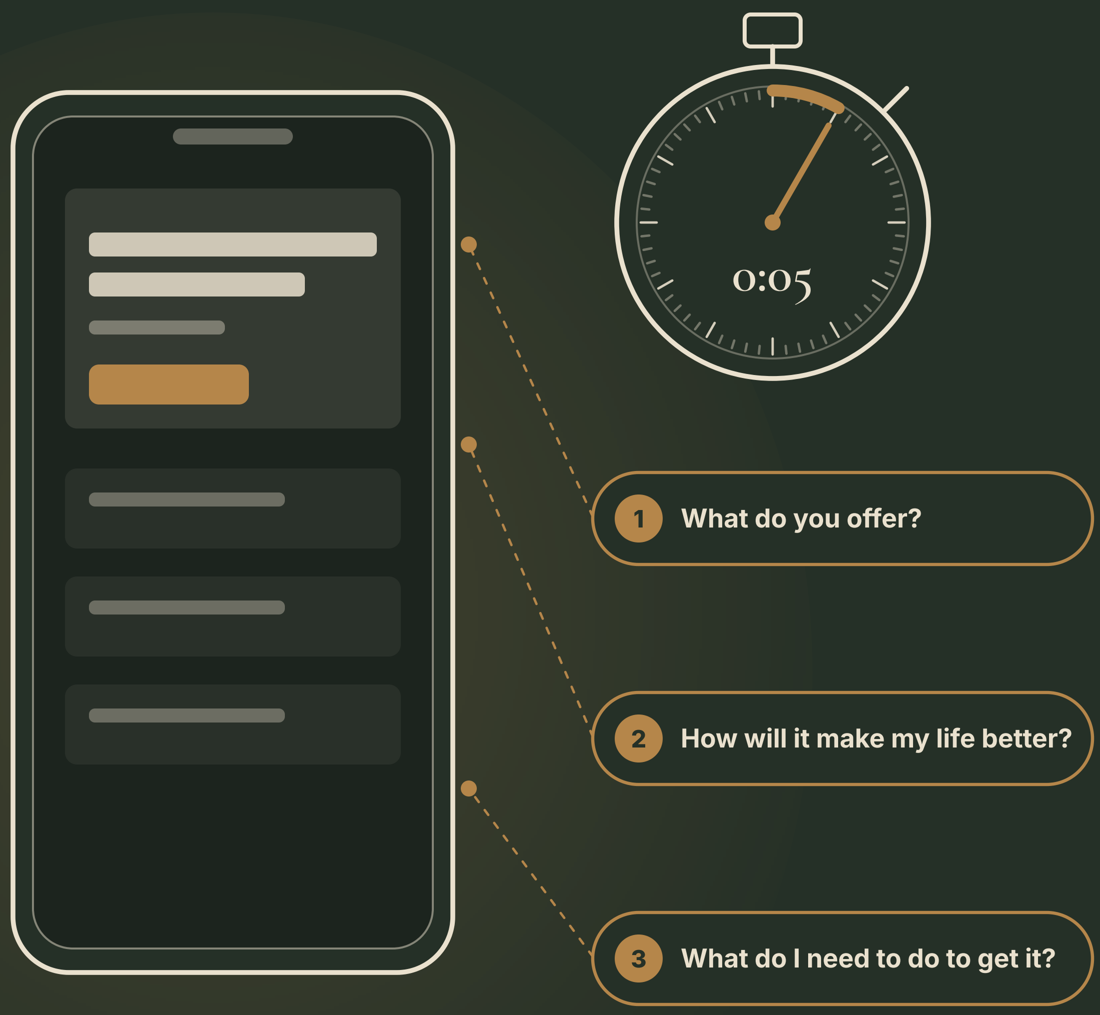
A note on the example

The advisor in this guide is invented. His before message is built from real advisor websites. His after message is what the seven questions produce. Financial advisors are regulated on what they can claim, so his proof is a fact about his practice, never a client result. Yours can be either.

THE FRAMEWORK

The Five-Second Test

Hand your homepage to a stranger. Give them five seconds. If they can't answer these three questions, your message isn't clear yet.



A stranger. Your homepage. Five seconds. Three questions. Miss one and they're gone.

RUN THE TEST

Five seconds. Three questions. Someone who doesn't know you.

This works on your homepage, your Instagram or LinkedIn bio, the first line of your last marketing email, and the sentence you say out loud when someone asks what you do. Run it on all four. They should agree with each other, and most of the time they don't.

1. Pick someone who doesn't know your business. A neighbor, a friend's spouse, the person next to you at the coffee shop. Not a customer, not your team.
2. Hand them your phone with your homepage open. Count five seconds. Take the phone back.
3. Ask the three questions, one at a time. What do they offer? How would it make your life better? What would you do next?
4. Write down what they say, in their words. Not what you meant. What they said.
5. Do it again with your bio, then with your spoken answer. Three strangers if you can manage it.

YOU PASSED IF

They named the thing you sell, said who it's for or what it fixes, and pointed to a button or said "I'd call you." All three, without help.

YOU FAILED IF

They said "something with…", or named a category instead of a result, or asked you a question back. One miss is a fail. The customer doesn't get a second look.

WHAT THE STRANGER SAID

What do they offer? ____________________

How would it make your life better? ____________________

What would you do next? ____________________

THE EXAMPLE

The advisor fails the test.

Meet Mark Halvorsen. Fifteen years in practice, good clients, and a homepage that could belong to any of ten thousand advisors. Here's what a stranger sees in five seconds, and what happens to each question.

BEFORE · MARK'S HOMEPAGE TODAY

Halvorsen Wealth Advisors — Services · About · Insights · Contact

Comprehensive wealth management solutions for every stage of life.

Retirement · Investments · Estate Planning · Insurance · Tax Strategy

Learn more

1. What do you offer?

Fail. "Wealth management" is a category, not an offer. Five services listed means none was chosen. The stranger says "something with money."

2. How will it make my life better?

Fail. Nothing on the page describes a result. "Every stage of life" is about everyone, so it's about no one.

3. What do I need to do to get it?

Fail. "Learn more" isn't an action. The stranger doesn't know if they're supposed to call, book, or read.

None of this is unusual. Mark's page is above average for his industry. That's the point. Clear is rare, which is why it wins.

QUESTION 1 OF 7

Who is it for?

Not everyone. One kind of person, described the way they'd describe themselves. If you serve several kinds, pick the one you'd most like more of. The others will still find you. The message just can't be aimed at all of them at once.

THE TEST

A good answer names a person you could picture at a table.

MARK'S ANSWER

People five to ten years from retirement who've done well and never had a real plan.

He didn't say "individuals and families." He said the client he actually wants, in the words that client would use about themselves.

YOUR TURN

The person: __________

How they'd describe themselves: __________

QUESTION 2 OF 7

What do they want?

In their words, not yours. Customers don't want "wealth management." They want something specific and a little embarrassing to say out loud. Write that down.

THE TEST

A good answer sounds like something the customer said on a first call.

MARK'S ANSWER

To know the number, and to know they'll be okay.

Not "financial security." The number. Whether they can stop. That's what people five years out actually lie awake over.

YOUR TURN

What they want, in their words:

QUESTION 3 OF 7

What's in the way?

The problem they're trying to solve, and how it feels to have it. Both halves matter. The outside problem gets them looking. The feeling is what makes them buy.

THE TEST

A good answer has a fact and a feeling.

MARK'S ANSWER

Every advisor sounds the same and none of them say what it costs. So they've done nothing, and it's getting late.

The outside problem: advisors are indistinguishable and opaque about fees. The feeling: they've stalled, and they know it.

YOUR TURN

The outside problem: ________

How it feels: ________

QUESTION 4 OF 7

What do you do about it, in one sentence?

This is the sentence. It names what you do, for whom, and the result. It should pass the five-second test on its own. If it needs a second sentence, it isn't done.

THE TEST

A good answer can be said in one breath and repeated by someone else.

MARK'S ANSWER

I build one-page retirement plans for people five to ten years out. Flat fee, no products.

Read it back against the three questions. What: a one-page retirement plan. For whom: five to ten years out. Next: it implies a fee and a plan, which the button will finish.

YOUR TURN

Your one sentence:

Say it out loud. Did you need a second sentence?

QUESTION 5 OF 7

Why should they believe you?

One piece of proof. A number, a credential, a fact about how you work, or one customer's sentence. Not a wall of testimonials. One thing that makes the sentence above credible.

THE TEST

A good answer is specific enough to check.

MARK'S ANSWER

Fee-only fiduciary. CFP. Fifteen years.

Three facts about the practice, no client results. Advisors can't use testimonials the way a photographer can, and the answer is stronger for it. If your industry allows a customer quote, use one, but keep it to one.

YOUR TURN

Your one piece of proof:

QUESTION 6 OF 7

What do they do next?

One action. Not "learn more," not "get in touch." A specific thing with a specific result, and what happens after they do it. If there's a smaller step for people who aren't ready, name that too.

THE TEST

A good answer is a button you could put on a page today.

MARK'S ANSWER

Book a 20-minute fit call. Or download the one-page plan template first.

The main action has a time on it, so it feels safe. The second action is for the person who wants to look before they talk. Both are real things that exist.

YOUR TURN

The main action: ________________

The smaller step for people who aren't ready: ________________

QUESTION 7 OF 7

What changes for them?

The after. Not what you deliver, what their life looks like once you have. This is the last line on the sheet, and it's usually the line people remember.

THE TEST

A good answer describes a moment, not a benefit.

MARK'S ANSWER

You know the number, and you stop checking it.

Not "peace of mind." A specific moment: the checking stops. That's what "okay" feels like from the inside.

YOUR TURN

What changes, as a moment:

THE EXAMPLE, FINISHED

Mark's whole message on one page.

Seven answers. Everything he publishes from here gets written from this page, which is why it all sounds like the same person saying the same thing. That consistency is most of what "clear" means.

Halvorsen Financial Planning	THE ONE-PAGE MESSAGE
01 **Who is it for?** One kind of person, in their words.	People five to ten years from retirement who've done well and never had a real plan.
02 **What do they want?** What they'd say on a first call.	To know the number, and to know they'll be okay.
03 **What's in the way?** The problem, and how it feels.	Every advisor sounds the same and none of them say what it costs. So they've done nothing, and it's getting late.
04 **What do you do about it?** One sentence. What, for whom, result.	I build one-page retirement plans for people five to ten years out. Flat fee, no products.
05 **Why should they believe you?** One piece of proof.	Fee-only fiduciary. CFP. Fifteen years.
06 **What do they do next?** One action, plus a smaller step.	Book a 20-minute fit call. Or download the one-page plan template first.
07 **What changes for them?** The after, as a moment.	You know the number, and you stop checking it.

YOUR TURN

Your whole message on one page.

Copy your seven answers here. Print it. Keep it where you write from. When a headline, a bio, an email, or an ad doesn't match this page, the page is right and the draft is wrong.

Your business	THE ONE-PAGE MESSAGE
01 **Who is it for?** One kind of person, in their words.	
02 **What do they want?** What they'd say on a first call.	
03 **What's in the way?** The problem, and how it feels.	
04 **What do you do about it?** One sentence. What, for whom, result.	
05 **Why should they believe you?** One piece of proof.	
06 **What do they do next?** One action, plus a smaller step.	
07 **What changes for them?** The after, as a moment.	

PUT IT TO WORK

The same seven answers, four places.

Here's Mark's sheet turned into the things people actually see. Every one of them passes the five-second test because every one of them was written from the same page.

HOMEPAGE, AFTER

Halvorsen Financial Planning

How it works · Pricing · About · Book a fit call

A retirement plan you can read on one page.

For people 5 to 10 years out who've done well and never had a real plan. Flat fee. No products sold.

Book a 20-minute fit call · Get the one-page plan template

Fee-only fiduciary · CFP® · 15 years

Five-second check

Pass. Offer: a one-page retirement plan. Better life: you'll know the number. Next step: a 20-minute call. All three, above the fold, in under thirty words.

LinkedIn headline

One-page retirement plans for people 5 to 10 years out. Flat fee, no products. CFP®.

First line of an email

If you're five to ten years from retirement and you've never seen your number on one page, this is the email where that changes.

When someone asks what you do

"I build one-page retirement plans for people who are five to ten years out. Flat fee, no products." Then stop talking.

On the proof line: Mark's industry restricts testimonials and performance claims, so his proof is about the practice. If yours allows a customer's sentence, one is enough.

IF YOU WANT A SECOND SET OF EYES

Send me your seven answers. I'll tell you which one isn't clear yet.

Most owners can get five of the seven on their own. The two that usually need help are the one sentence and the proof, because you're too close to your own business to hear how it sounds from outside.

That's the Clarity Audit. A 45-minute call, a written findings document within three days, and a finished version of your one sentence. It's $297, and the full amount credits toward anything else we do together in the next 60 days.

> BOOK IT
>
> tylerjlewis.com/audit
>
> Or reply to the email this guide came in. That's my personal email, and I read every one.

Tyler J. Lewis

About Tyler

I help established business owners fix the message on their website and build the system behind it: the page, the free resource, the emails, and the follow-up, installed and running. I've built that for real estate brokerages, transportation companies, home services businesses, and my own companies. Everything in this guide is what I use.