



4 Messaging Fixes That Can **10X** Your Startup's Growth

A mini guide for founders who want to **stop confusing customers and start converting.**



*Because your words
decide your worth!*

Simple storytelling shifts that will unlock exponential growth.



**Whether you are a start-up or
a Fortune 500 Co.**

Plus, exercises after each chapter so you can immediately start seeing the difference in the way you communicate your messages when you use the principles in this guide.

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Introduction

Why Messaging Matters More Than Marketing.

Most startups don't fail because their product is bad.
They fail because nobody understands what they do — or why it matters.

You might have a great team, great tech, even great funding,
but if your message isn't clear, your audience scrolls past you.

Good messaging isn't about sounding clever.
It's about being understood — fast.

This guide gives you four simple fixes that help you sharpen your story, attract the right people, and grow ten times faster. Not by doing more marketing, but by saying the right things better.

How can I be so sure? Because I have used these in my 2 start-ups and seen the extraordinary results.
Because for 16 years now, we have been doing it for the world's most established brands in multiple countries. From small and medium-sized companies to neighbourhood mom and pop kathi roll joint.

Fix #1



Make Your Customer the Hero.

Shift the focus on them, not yourself.

Most startups talk about themselves:

"We are India's fastest-growing AI platform..."

But customers don't wake up thinking about your growth.
They wake up thinking about their problems.

The Fix:

Make your customer the hero, and position your startup as the guide who helps them win.

Example:

Instead of ***"We create software that automates HR processes,"***
say ***"We help growing teams free up 10 hours a week by automating HR tasks they hate."***

If you were the customer, which one pulls you into the story better? Exactly!

Here's your action step

You can write multiple lines unless you are satisfied. Then ask people around if they are clear enough, and explain what you offer instantly.

Rewrite your homepage/Meta ad/ Mailer headline using this formula:

"We help [who] achieve [what result] without [pain]."

Who = Your customer

Result = The solution they are seeking

Pain = The problem they are seeking a solution to

Fix #2



Say What You Solve, Not What You Do.

Identify the customer's No 1 problem.

Every founder, maybe you too, says:

"We build an app." or
"We offer a SaaS platform."

That's what *you do* — *not why* it matters to customers.

The Fix:

Lead with the problem you solve and the outcome you create for your customers.

Example:

"We reduce cart abandonment for D2C brands."

That line sells more than "We're an e-commerce analytics tool." What do you think?



 Remember this when you write your next brand message

Ask yourself:

**"If my customers didn't hire me,
what pain would they continue to feel?"**

Write at least TOP 5 pain points your customers are facing. Test them around. Check on the internet.
Pick the top problem and start solving that. You will be making a mistake if you try to solve more than one problem at a time.

Fix #3



Use Words Your Customers Already Use.

Reduce brain processing work for customers to zero.

Jargon kills clarity.

Your customer doesn't care about **"AI-powered omnichannel orchestration."**
They care about saving time, making money, or feeling confident.

The Fix:

Use their vocabulary in your message. The words they use to define their problem.

The words that are easy to understand and require zero brain processing power.

Example:

Instead of "We provide robust talent acquisition solutions,"
say **"We help you find the right people faster."**



Action step:

Record your next three customer calls.

Write down the phrases they use to describe their challenges, and use those phrases in your messaging.

Fix #4



Paint the Transformation.

Show them how their life will change with your solution.

People don't buy products.

They buy a **better version of themselves**.

(But you know that already from a thousand places, don't you?)

The Fix:

Show them what life looks like *after* using your product/service/solution

Example:

"We provide online accounting software"

to

"Run your business without fearing tax season again."



Before



After

Action step:

Complete this sentence:

"Before us, our customers were _____.

After us, they're _____."

Use that line in your next campaign.

Conclusion



Clarity Wins Every Time.

Whether you're a startup finding your footing, a mid-size company scaling fast, or a large brand reinventing itself — **one truth never changes: clarity always wins.**

Yet so many companies don't realise this simple, naked truth.

Most businesses don't need another marketing campaign.
Or more budgets. Or a new agency. Or a new CMO.

They need a message in their ads/websites that makes people stop, nod, and say, ***"That's exactly what I need."***

When your message is clear, your marketing becomes effortless.
Every pitch lands better. Every word pulls its weight.
You attract the right audience and they instantly understand why you matter.

So before you chase more clicks or bigger budgets, fix your words.
Because clarity isn't just communication.
It's your most unfair advantage.

About the Author



Before we begin, a small disclaimer:

I'm not a business coach. I don't sell blueprints or classes.

I'm a copywriter at heart — one who's spent **over 25 years helping brands find their voice and connect with people in meaningful ways**. Along the way, I built Voice of Brands Communications, an advertising agency that's had the privilege of working with companies big and small — from global giants to ambitious startups — helping them grow, differentiate, and lead their categories.

Over the past **16 years, our team has served clients across three continents** and, on multiple occasions, even won pitches against some of the most respected agencies in the world: **Ogilvy, McCann, Havas, Publicis, Digitas, Mudra and others**.

We've been fortunate to collaborate with brands like **Coca-Cola, Vivo, Mitsubishi, Tata, Reliance, Intel, WD, Hyundai, and Jabong as Agency on Record** among many others.

Our partnerships with **DWA San Francisco (now part of Dentsu) and DDB Worldwide** gave us a front-row seat to how creativity and technology come together to move markets.

Along the way, we've also been honored with recognition like the **IBM Beacon Award for Innovation and the Times Group Award for Best SEO Company in Delhi**.

At one point, a client even offered to acquire us, but we chose to stay independent and keep creating our own path.

At 45, I followed another passion and **started Just Good Food Co., a certified organic food** brand built on one simple belief that real food should be pure, honest, and accessible. From zero to ₹2 crore in the first year, the journey has been as humbling as it's been exciting.

I hope this document has been a good read for you. And that it will help you **figure out the parts in your brand messaging that are not working** and fix them so your business can grow the way you want it to. Good luck!



Next Steps

Bringing Clarity Home.

This guide was never meant to impress you.

It was meant to guide you, to nudge you toward a truth every growing business eventually discovers:

Clarity isn't just nice to have. It's non-negotiable.

Because when a business becomes clear — everything starts to align.

- Internally, teams pull in the same direction. Meetings get shorter. Ideas get sharper. Everyone knows what truly matters.
- Externally, your message finally lands. Customers understand what you do, believe what you say, and remember how you make them feel.
- Strategically, clarity makes decisions faster and marketing more focused. You spend less time guessing and more time growing.

Clarity, like cash flow, is the lifeblood of a business. It's the difference between being busy and being effective.

Between confusion and conviction.

And it can change the trajectory of your company often faster than you think.

If you'd like to explore how clarity can transform your brand,

I'd love to offer you a free, no-obligation Clarity Call.

We'll talk openly about where your message might be losing power, and how a few simple shifts can bring your story, team, and customers into perfect alignment.

Write to me at: mohan@voiceofbrands.com

or

Click the button below to schedule your call at a time that suits you.

Let's make your message as powerful as your mission.

Book a free 20 minute Brand Clarity

Book My Call