

# Why You're Confusing Your Customers

and How to Fix It



A STORYBRAND  
RESOURCE

[STORYBRAND.COM](https://storybrand.com)

Before diving into this PDF, learn the “why” behind this exercise in one of two ways. Either:

1



Read the blog post

[Click here to start reading](#)

2



Listen to the podcast episode

[Episode #30](#)



## Watch out for the curse of knowledge

If 10 is your expert understanding of your product or service, circle the level you feel you're simplifying your message to in your current marketing collateral.



*Most companies simplify their messaging to level 7, but customers buy at level 1 or 2*

## Make sure you've answered a few key questions on your website

Go to your website and write in the answers to these questions based on the information that is currently published. If an answer can't be found on your home page, write "not answered" in the space below.

What do we offer? \_\_\_\_\_

\_\_\_\_\_

What does it do? \_\_\_\_\_

\_\_\_\_\_

Who is it for? \_\_\_\_\_

\_\_\_\_\_

Why should this matter to our customers? \_\_\_\_\_

\_\_\_\_\_

*Start with these very simple points before you move on to feature lists, company history, or anything else. As Lee told us, "You have to think of this first impression. What is the first impression that people get? If you can hook them, then give them a way to understand a little bit more."*

## Master the art of explanation

Lee is the king of taking complicated ideas and making them easy to understand. To simplify ideas, here are questions he asks to start the process:

Is there a gap we can fill? \_\_\_\_\_

\_\_\_\_\_

Do we know enough about the topic to explain this well, or are there things we need to learn? \_\_\_\_\_

\_\_\_\_\_

What does the audience need to know? \_\_\_\_\_

\_\_\_\_\_

*“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.” -**Steve Jobs***

## Listen to your customers

Every business eventually has a major “aha” moment where they realize, “I’ve just got to do a lot more listening to my customers to understand their story and how my company fits into that story.” And that’s when the fun really starts, because you’ll never truly become a clear communicator until you learn to listen.

When we start listening to our customers, we understand them better. It gives us empathy for the needs and problems they have. And it opens up a dialogue that allows us to speak directly to those needs in a way that truly resonates.

Not sure how to listen to your customers? Here are three ways to get started:

### 1 Send a survey

Learn how in this interview with David Kinnaman (Episode #23)

[buildingastorybrand.com/episode-23](http://buildingastorybrand.com/episode-23)

### 2 Host a focus group

Learn how in this interview with Chalene Johnson (Episode #29)

[buildingastorybrand.com/episode-29](http://buildingastorybrand.com/episode-29)

### 3 Spend time understanding the internal problems your customers experience

Learn how in this blog post: “How to Boost Sales by Understanding Your Customer More Fully”

[buildingastorybrand.com/how-to-boost-sales](http://buildingastorybrand.com/how-to-boost-sales)

*SPEND 2 DAYS*

# CLARIFYING YOUR MESSAGE SO CUSTOMERS ENGAGE

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