

# The Clarity Messaging Reset

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*A 20-minute reset for  
service-based founders tired of  
rewriting everything*

Simple. Direct. No hype. Built to iterate.

# You don't need better words. You need better structure.

We start here to lower the "creative pressure". Most messaging "mess" comes from trying to force discipline instead of designing for your brain's natural dopamine flow.

**Prompt 1:** What do you actually help people be able to do after working with you?

- Not features.
- Not credentials.
- What can they do, feel, or move through differently?
- **Action:** Write it in one sentence.

*Example:*

*"I help overwhelmed service founders build calm, brain-aligned systems."*

**Prompt 2:** Who specifically feels relief when they hear this?

Be specific:

- Stage of business
- Emotional state
- What they're tired of (The "Duct Tape & A Prayer" phase)

# When your messaging feels messy, it's usually one of these:

Identifying the specific friction point reduces the cognitive load of "fixing everything" at once.

## Check which feels true:

- My offer is unclear (The Container is broken)
- My audience is unclear (I'm shouting into the void)
- I'm trying to say too much (Executive function overload)
- I don't trust my positioning (Alignment is off)
- I keep changing direction (I'm pivoting before things have time to work)

*If this feels hard, that's data — not failure.*

## The Shift:

- What would clarity look like instead?

# If you had to explain what you do in 12 words or less...

This creates "Signal over Noise." We are stripping away the "bro-biz" jargon to find the human heart of your business.

1. **Write it:** [\_\_\_\_\_]
  
2. **Edit:** Now remove 3 words.
  
3. **Refine:** Now remove 2 more.
  
4. **The Core:** What remains?
  - o *That's your signal.*

# Does your messaging match your capacity?

Growth is not about doing more; it's about building systems that fit your real-life energy.

## **Answer honestly:**

Does your current messaging:

- Sound like you (Functioning & Feral)?
- Match your energy capacity?
- Reflect the type of client you actually want?
- Feel calm to say out loud?

**Action:** If not — what specifically feels "off"?

If this gave you clarity but you still struggle to apply it consistently, that's where structure matters.

Inside **Functioning & Feral™**, we build:

- Clear messaging
- Simple systems
- Sustainable execution rhythms

You don't need more pressure.

You need design that fits you.

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