(C)lean Messaging™
It's about the listener, not you.

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42%
THE LEAN STARTUP

Minimize the total time through the loop

LEARN
IDEAS
BUILD
CODE
DATA
MEASURE
Set the overall vision and strategy of the company and communicates it to all stakeholders

Recruit, hire, and retain the very best talent for the company

Make sure there is always enough cash in the bank
communicate
“At qookie, we sell small cakes made from stiff, sweet dough rolled and sliced or dropped by spoonfuls on a large, flat pan and baked.”
“At qookie, we sell portable desserts in convenient packs of 12!”
What if your message was as clean as your code?
It’s about the listener, not you.
Something about the listener

What is one thing that your listener really wants or needs?


Identify one key, human need that will immediately engage the listener.
Something you want them to know

Start with the big thing.

If your listener remembers only one thing about what you do, what do you want that to be?

Use simple words. Nothing is worse then overwhelming the listener with things they don’t understand.

Reduce the cognitive load.
A (C)lean Message
that cuts like a saber

Something about them
+ Something about you
Your (C)lean Message

Make it simple, sharp and strong using SABER:
Simple
Audience Focused
Bite Sized
Ear Worthy
Repeatable

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Tell a human story about your impact

What was life like for someone *after* they started to use your product/service/idea?

What struggle did you run into as you were building the company?

What was the inspirational story of how you came upon this brilliant idea?
People don’t remember numbers. They do remember how numbers made them feel.

Instead of saying you have 5 million views, frame it in a context like:

“Every time a person drives crosses the Golden Gate Bridge, someone views our content. That’s 5 million views per week.”
Hand out candy like it’s Halloween

Writers, podcast hosts and your listener want something sweet and sticky.

Make it simple, clever and fun - this could become the lead message or headline.

Tie it to a current event, conventional wisdom or mixed up idiom to embed into a listeners brain.
People only work because they need money. With unlimited money, they can focus on what they love.

We built a machine that turns various plant-based biomatter into precious metal.

At A2G, we give away freedom by turning the acorns in your lawn, into gold.

Let me tell you about Suzy Collins. Suzy is a single mom in Columbus, Ohio. When we first met Suzy, she was struggling to make ends meet and suffering under the burden of school loans, mortgage payments and raising her 3 boys. Today, after getting her A2G machine, her life is changed. She has the time to focus on her boys, and the freedom to build a life that reflects her values & give back to the community.

182M oak trees in US

If you stacked every oak tree in the US on top of the other, we could build a tree house on the moon.

7.2B acorns drop per year

Every year, oak tree's drop one acorn for each person in the world.

We turn acorns into gold.

An acorn in your hand is worth 2 dollars in your wallet.

We are building new lives. Out of oak.
4 (C)lean Messages
4 Great Human Stories
8 Contextualized Stats
12 Repeatable Sound Bites
What if your message was as clean as your code?

It’s about the listener, not you.

Something about the listener + something about you = a (C)lean Message for your startup.

(C)lean Messaging is a framework that helps startup founders speak to humans.

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(C)lean Messaging™

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<table>
<thead>
<tr>
<th>Something about your listener</th>
<th>+</th>
</tr>
</thead>
<tbody>
<tr>
<td>The important thing about you</td>
<td>=</td>
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<tr>
<td><strong>A (C)lean Message that combines the two things above - Make it SABER</strong></td>
<td>=</td>
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</tbody>
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| A human story about the subject or a user's life AFTER they got your product. | A numbers analogy |
| A numbers analogy #2 | **Sound Bite #1** |
| **Sound Bite #2** | **Sound Bite #3** |

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