

THE CLARITY KIT

Get clear on what makes you **worth** **choosing.**

*Three short tools to find the words for what your business
already does well, reach the right people with it, and know what
to do first.*

FOR

Businesses ready to grow

TIME

About 20 minutes

METHOD

The Stride Method

Can you say what makes you different in one sentence?

Not your industry. Not "quality work and great service." The real reason someone should choose you over the company down the street.

Here is the pattern behind most businesses that feel stuck competing on price: the work is genuinely excellent, but the **reason to choose them** has never been put into plain words a customer can repeat. The better you are at the work, the more of your advantage lives in your head and your hands, and the less of it reaches the people deciding whether to call.

Customers repeat what they can remember. Here is the method, then a worked example you can model yours on.

1 What do you actually do, said plainly?

The specific, not the category.

2 Who is it for, and who is it not for?

Name the customer you serve best.

3 What do you do that the company down the street won't?

Your edge. Look at what your happiest customers always praise.

4 What does the customer actually get?

The outcome, not the feature. Peace of mind, time back, a home they show off.

Here is the method worked all the way through, for a remodeler who started with the line every competitor uses.

WORKED EXAMPLE · FROM BLURRY TO CLEAR

- | | |
|-----------------|--|
| 1. What they do | Renovate kitchens and baths in homes built before 1960 |
| 2. Who it's for | Owners of older homes who want modern function without losing character |
| 3. Their edge | They protect original details others would rip out, and they live in the home's quirks daily |
| 4. What you get | A modern kitchen that still looks like it belongs in your house |

Before: "Family-owned remodeler committed to quality and customer satisfaction."

After: "We modernize kitchens in older homes without erasing the character that made you buy the place."

Notice what changed. The "after" names a specific customer, a specific fear (losing character), and a specific promise. It is a sentence a happy client could repeat to a neighbor word for word. That is the test: **not whether it sounds polished, but whether someone else could say it for you.**

NOW DRAFT YOURS

Run the four steps for your own business, then write the one sentence a happy customer could repeat over the fence. If it takes a few tries, that is the work doing its job, not a sign you are doing it wrong.

Is your business set up to be found and chosen?

Tick every box that is honestly true today, then count them. Your number, and your blanks, tell you where to look first.

01 How clearly you're understood

- ☐ A first-time visitor can tell what makes you different within a few seconds.
- ☐ Your homepage leads with the customer's outcome, not a list of services.
- ☐ You can name the exact customer you serve best, and your message speaks to them.
- ☐ Your reviews and your own description tell the same story about why you're worth choosing.

02 How customers find you

- ☐ You show up when someone nearby searches for what you do.
- ☐ Your listings are claimed, complete, and consistent everywhere.
- ☐ A new lead gets a response within the hour, not the next day.
- ☐ There is one clear next step for an interested customer to take.
- ☐ Your number of reviews reflects how much good work you actually do.

03 What's underneath

- ☐ Every lead lands in one place, not scattered across texts and memory.
- ☐ Follow-up happens by habit or system, not only when someone remembers.
- ☐ You can take on more work without becoming the bottleneck yourself.
- ☐ You have a way to earn repeat or recurring business, not just one-time jobs.

0-6 ticked - Drag

Real growth is trapped. The good news: these are the most fixable problems a business has.

7-10 - Steady

Holding its own. A few targeted fixes would turn steady into momentum.

11-13 - Drive

Strong foundation. Protect it and press the advantage you've built.

Knowing your message is half of it. Getting it to the right people is the rest.

A simple way to turn clarity into customers, without becoming a marketer.

Most businesses grow on referrals and word of mouth. That is a real foundation, but it means the way you reach people was never chosen on purpose. Going to market is not just for new companies, it is something any business can do again when it is ready to grow. It comes down to four decisions that fit together.

MESSAGE

Your one sentence (from Tool 01)

The clear reason to choose you. Everything else points at this.

AUDIENCE

The one customer you serve best

Specific beats broad. Name them so precisely they feel it's for them.

CHANNEL

Where that customer already looks

Not every channel. The one or two where your people actually are.

OFFER

The easy first step you give them

A reason to raise their hand now, with no risk to them.

WORKED EXAMPLE · THE OLDER-HOME REMODELER

Message	"We modernize kitchens in older homes without erasing their character"
Audience	Owners of pre-1960 homes in three specific historic neighborhoods
Channel	The neighborhood association newsletter and local home-tour events
Offer	A free "what's possible in a house like yours" walkthrough

*Same business, same crew. The difference is a message pointed at **specific people, in a specific place, with a specific reason to call.***

Your next three moves

Small, doable this week. Momentum comes from starting, not from a perfect plan.

1

Write your one sentence and put it everywhere

Take the sentence from Tool 01 and place it at the very top of your homepage, your Google profile, and how you answer "so what do you do?" One clear line, said the same way everywhere, does more than a page of copy.

2

Fix the lowest-numbered blank on your checklist

The checklist is in priority order on purpose. Find the first box you couldn't tick and fix that one thing this week. Earlier drivers feed the later ones, so the highest box is almost always the highest-leverage fix.

3

Pick one channel and point everything at it

From Tool 03, choose the single place your best customer already looks, and show up there with your one sentence and one clear offer. One channel done well beats five done halfway.

One honest note: these three tools show you where the gaps are. Closing them well, in the right order, is the harder part, and it's exactly the work I do with owners. If you'd rather not do it alone, the last page is for you.

IF A FEW OF THESE HIT HOME

The boxes you left empty are where your **growth is hiding.**

Most businesses tick the boxes about the quality of their work and leave blanks in how clearly they're understood and how easily they're found. That gap is rarely a sign the business needs to work harder. It's a sign the business that already exists isn't being seen clearly, and that is the most fixable problem there is.

That's the work I do: getting clear on what makes you worth choosing, reaching the right people with it, and building what's underneath so it lasts. If it's worth a conversation, there's no pitch and no obligation, just a look at what your blanks are telling you.

Start a conversation → runfirehorse.com