

Find Your 5: The Survival Sound Bite Strategy That Makes Your Marketing Stick



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*“You don’t have a marketing problem.
You have a messaging problem.”*

Donald Miller
CEO - StoryBrand

Nuance is not your friend

- You're too close to your product.
- You know too much.
- And you're probably talking over your customer's head.

People aren't looking for your product. They're looking for survival.

Your customers are scanning for what helps them:

- Save time
- Save money
- Avoid failure
- Look good

Curiosity begins with survival

When you name the problem
your customer is trying to survive,
they stop and listen.



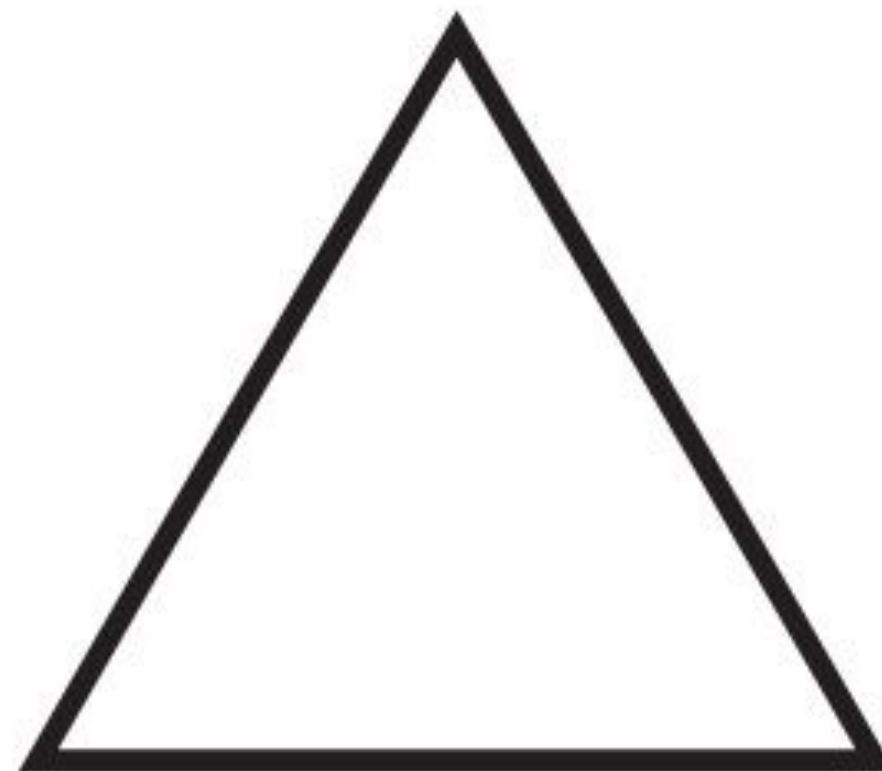
CLARITYFIRST
MARKETING



Curiosity



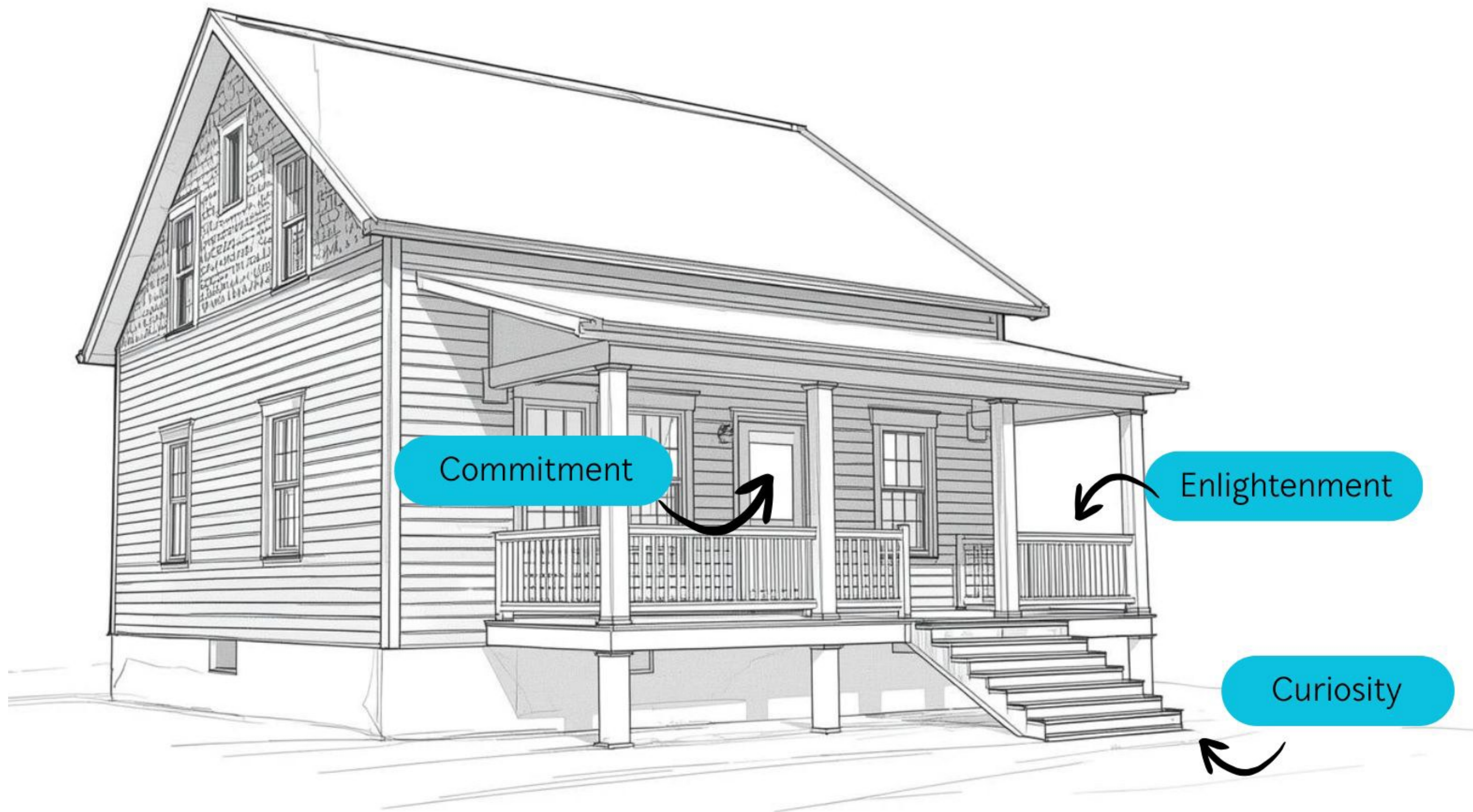
Commitment



Enlightenment

3 Layers of Messages for 3 Different Jobs

1. Curiosity -> *Survival soundbites*
2. Enlightenment -> *How it works*
3. Commitment -> *Ask for the sale*



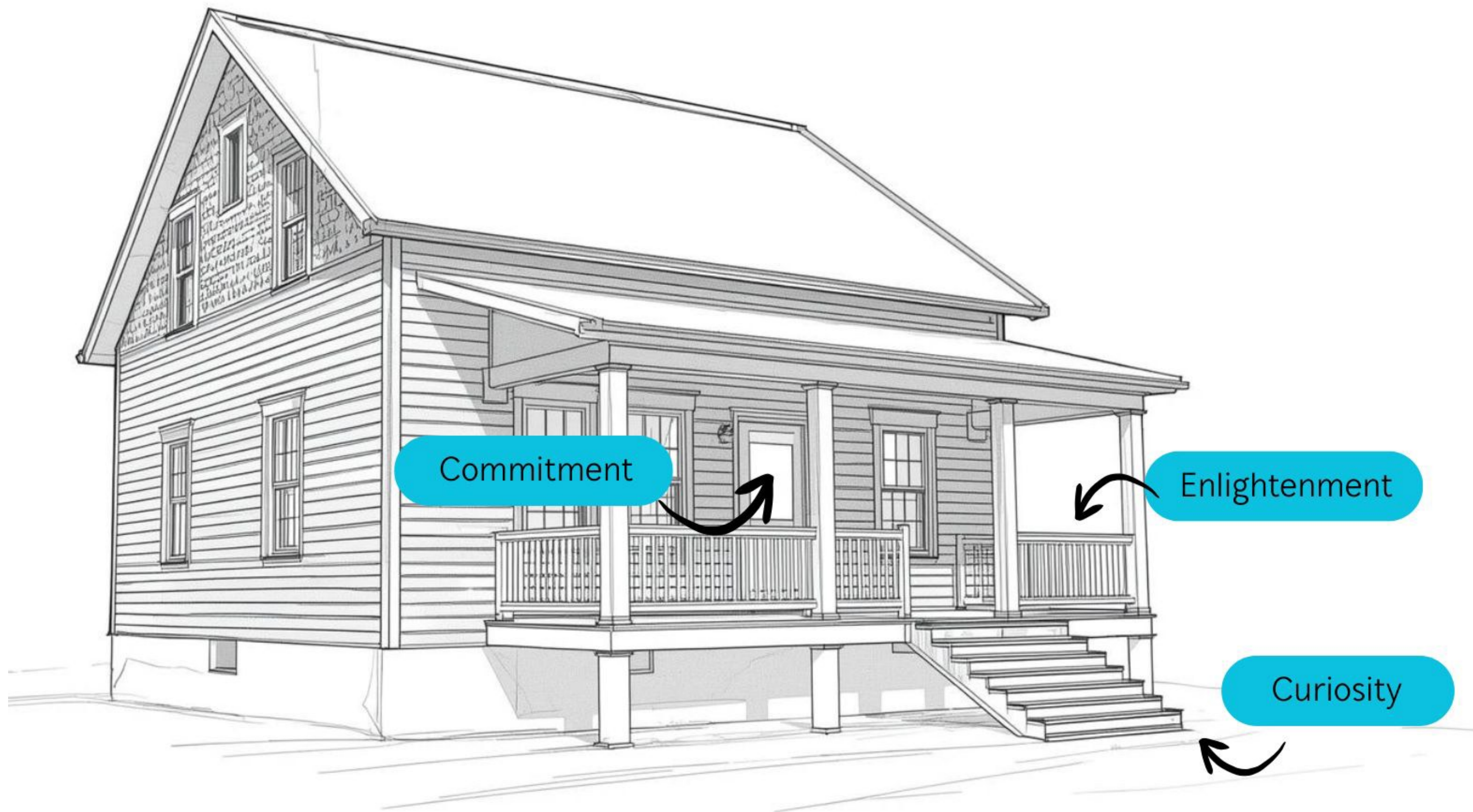
Commitment

Enlightenment

Curiosity

Where Your Words Live

1. **Steps** = Curiosity (Survival Sound Bites)
2. **Porch** = Enlightenment (Clarity & Proof)
3. **Door** = Commitment (Decision)



Commitment

Enlightenment

Curiosity

Your First Job: Find the Words That Trigger Curiosity

A survival sound bite is:

- Short (under 10 words)
- Conversational
- Problem-focused
- About them, not you.

Try it out: Write a survival soundbite

Start with:

- “If you’re tired of...”
- “Ever feel like...”
- “When you can’t seem to...”

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You Need a Budget (YNAB)

1. Have you ever worried about money?
2. We know how stressful that is.
3. Download the YNAB app.
4. We'll help you get good with money.
5. So you never have to worry again.

Your Survival Soundbite Framework

Problem

Empathy

Answer

Change

End result

Your Survival Soundbites

P - Have you ever worried about money?

E - We know how stressful that is.

A - Download the YNAB app.

C - We'll help you get good with money.

E - So you never have to worry again.

Let's build yours

Write one short sentence for each:

1. What problem are they trying to survive?
2. How do you show empathy?
3. What's your clear answer?
4. What changes when they buy?
5. What peace do they get in the end?

Share one. Simplify it.

When you read it aloud, ask:

- Would a 10-year-old understand this?
- Is it about their problem or my product?



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Say them everywhere

- Website headlines
- Social media posts
- Sales calls
- Videos
- Email subject lines
- Elevator Pitches
- Advertising Copy

Curiosity = Survival

- Curiosity starts with survival.
- The front steps lead to your front porch
- These 5 soundbites are your guide for new curiosity content.