

# Clarity in 60 Seconds



*A one-minute e-book by Steve Woodruff*

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**You need to be clear—and memorable  
—in 60 seconds or less**

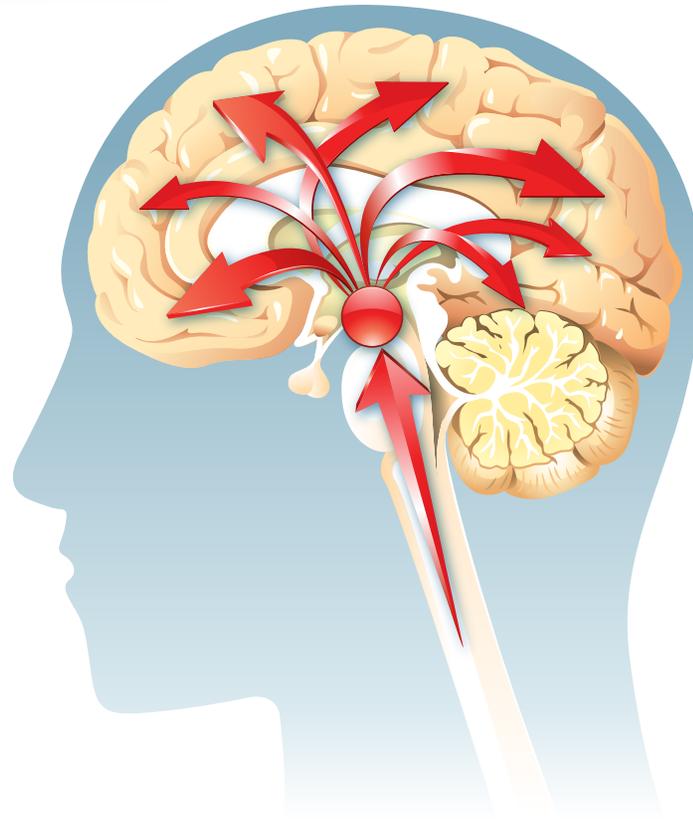


# Problem 1: The Competition



The main competition is not the competition. It's the *noise*.

## Problem 2: The RAS Gatekeeper



The Reticular Activating System (RAS) is the brain's filter

- ✓ New... Relevant... Vivid
- ✗ Foggy... Mundane... Unrelated

If your message is not clear, it's *noise!*

# Solution: De-Fog your Message with Clarity Therapy

Business Clarity Therapy

Company DNA	ON
Key Offering	ON
Market[place]	ON
Story	ON
Message	ON
Analogy	ON

# Example: The Clarity Therapy Message

<b>Company DNA:</b>	Steve Woodruff is a consultant who compulsively discovers and classifies strengths, while creating a memorable message.
<b>Key Offering:</b>	Intensive one-day “therapy” sessions to find purpose and best marketplace fit (for individuals and businesses).
<b>Market[place]:</b>	Entrepreneurs and small businesses that are not differentiated effectively.
<b>Story:</b>	Clarity Therapy is an “accidental” business that grew organically out of helping vendors position themselves (in my client-vendor matchmaking business, Impactiviti).
<b>Message:</b>	“You can’t read the label of the jar you’re in.”
<b>Analogy:</b>	Consulting that de-fogs the mirror (you) AND the windshield (the path ahead).

# Introducing: Steve Woodruff – Your Clarity Therapist



It takes less than a minute to explain Clarity Therapy.  
It takes less than a day to de-fog your business and get you in the CLEAR!

Call or e-mail Steve Woodruff to set up a ½ hour mini-clarity session  
and we'll dive into one of your messaging challenges (website, tagline, brochure, etc.)!

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## Oh...you have another minute?

“Steve's ability to crystalize disparate thoughts down to a very simple and actionable sentence or phrase are absolutely important to most professionals today. Steve's got a tricky gig because most of us 'think' we're being clear and succinct. I can tell you that by paying attention to Steve, you'll learn where you, yourself, can use a little clarity therapy.”

– **CHRIS BROGAN**, Boston

“I was in the process of rebranding my business when I discovered Steve's Clarity Therapy service. I help clients create brand strategies all the time, but was struggling to do this for myself! I had a lot of ideas about the direction I wanted to take, but putting them together into a unique offering, with a simple message, was a real struggle. Through a focused Clarity Therapy session, Steve helped bring all the puzzle pieces together and my new brand, my story and my offerings came into focus. Steve was very thorough, empathetic and insightful during our session. I really enjoyed the process and the brainstorming and strategizing environment he created. Having the key words and stories to express my value proposition has been a tremendous help in building my brand and marketing my services. I'm moving forward and excited about my new direction!”

– **JOCELYN RING**, South Carolina

“Steve is gifted in the area of helping entrepreneurs crystallize what it is they really offer, how to position the offering and the best way to articulate the offering. Steve and I completed two Clarity Therapy sessions that helped transform the way I think about Lord Strategic Partners and my overall business direction. After spending time with Steve I was both exhausted and exhilarated. I was excited to put into action the newfound sense of clarity gained.”

– **FRED LORD**, Connecticut

“When I decided to start my own company in 2012, I wanted to make sure I had a clear vision for my business and my strategic goals. Enter Steve Woodruff, Clarity Therapist! In what I consider to be my best decision this year, I hired Steve to help me take an idea and shape it into a real business. When we were done, I felt much better about the road ahead. Steve is an artist who takes 'hazy gray' and turns it into 'black & white.' I confidently recommend Steve if you are looking for clarity in your business.”

– **BRIAN MORAN**, New Jersey

“Steve is an architect. His ability to see both the raw resources and the cultivated landscape within his clients is superb. Combining timeless skills of expert listening and acute assessment, Steve aptly guides individuals to build timely and relevant personal and professional frameworks from which to create, develop, and grow. I have sought the help of many similar professionals during different transitions in my career, but I have never felt as equipped, focused, and aware of myself and the situational horizon as I did after working with Steve. First rate!”

– **ANTHONY LAMOURIA**, New Jersey

“It's no secret that peeling the onion to reveal your personal brand is wicked hard. The truth is, Steve's clarity therapy session makes discovering your brand wicked easy. Forget about spending weeks or months to unravel and express your brand's DNA. Steve has a secret way of discovering and expressing your brand through a clarity therapy session. His approach is lightning fast, highly effective and thoroughly enjoyable.”

– **TOM CLIFFORD**, Connecticut