

5 Cats Marketing

HOW TO BECOME THE SMART CHOICE

*Discover content that builds trust
with your audience*



The Ultimate Guide for
B2B Businesses

Complex Language is a Barrier



If you have a long sales cycle, you already get it—you're not just selling a service. You're earning trust.

The Challenge

A lot of B2B companies produce content packed with data, insider language, and disconnected expertise.

It looks impressive. But in reality...

Your customers are busy people. They're hearing from a bunch of different companies, and those heavy, data-packed reports usually don't grab their attention.

This guide helps you change that—to move from simply sharing what you know to building real connections through content that speaks your audience's language.

Warren Buffett—a man who understands complexity better than most—chooses simplicity every time.

Why Expertise Alone Doesn't Build Trust

Most professional services firms do what feels natural: they lead with their expertise and focus on the facts. It makes sense—but facts alone rarely spark connection or drive action.



Decks



Reports



Whitepapers



Data

But your buyers are asking simpler questions...

- Do you understand my world?
- Can you solve the problems I'm facing?
- Will this be worth the effort?

If your content doesn't answers these questions, it becomes something to skim, not something to act on.

How to Build Messaging That Connects



Great messaging isn't just about clever phrasing – it's about clarity, empathy, and usefulness.

The Process:

► Step 1: Start with raw input – the way your team talks today

Collect real examples: pitch decks, emails, your homepage, how sales explains your offer, and how your CEO talks about it in meetings.

You want the unfiltered version, jargon and all.

► Step 2: Identify the clutter

Look for phrases that feel vague, overpolished, or empty.

Things like:

- Innovative end-to-end solutions
- We leverage deep industry expertise
- Risk-informed decision-making
- Empowering transformation at scale



Step 3: Translate into everyday language

Take the complicated stuff and say it the way your customer would.

Aim for how they'd explain the benefit to their boss or team.

👉 Swap for everyday words.

Original text:

“Delivering strategic enablement across functions”

Becomes:

“Helping your team make faster decisions with fewer handoffs”

Step 4: Make the benefit complete

Abstract ideas don't stick.

Show what success actually looks like:

- A GC who feels confident in their regulatory position
- A COO who doesn't have to explain the same thing three times

👉 Can the reader picture the benefit?

➤ Step 5: Trim the excess

Once it's clear, make it concise.

Long explanations often hide uncertainty.

Short, direct language builds trust.

👉 Shorten it.

Swap vague claims for specific outcomes:

Corporate Speak:

- We leverage deep industry expertise to help our clients...

Becomes:

- We help finance teams prepare for audits with fewer surprises.
- We help legal teams reduce risk in high-stakes negotiations.
- We help fintech navigate regulatory complexity without slowing down growth.

Use real world examples:

Talk about helping a CFO defend a compliance decision to the board—not just "providing strategic counsel".

Use language you would say out loud:

If your clients wouldn't use the phrase in a meeting, it probably doesn't belong in your messaging. Say it out loud.

A Quick Test...

Ask yourself:

- Would a client or stakeholder use this phrase in a meeting?
- Could someone outside your firm repeat this after reading it once?
- Does this wording make things clearer, or just sound smarter?

If the answer to any of these is "no," it's time for a rewrite.

The Takeaway:

Clear messaging isn't about sounding impressive — it's about being understood.

- Cut the jargon. If it doesn't help, it hurts.
- Use plain language. Talk like a person, not a pitch deck.
- Show the outcome. Help people see the value.
- Say it simply. Fewer words, more clarity.

When your message reflects how your customers think, decide, and talk — it connects.

And connection is what earns trust.

About 5 Cats

At 5 Cats, we help professional services firms build marketing strategies that connect with their audience and build trust.

Effective marketing starts with understanding – your business, your customers, and what really drives decisions.

If this guide was helpful, we'd love to show you what a full, customer-centered strategy can do.

