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**MESSAGING
GAPS COSTING
YOU LEADS**

(AND HOW TO FIX THEM IN
UNDER A WEEK)

IZZY PRIOR

If your audience can't figure out what you do in the first 20 seconds, you've already lost them.

Not to boredom. Not to a competitor's superior product.

But to confusion.

CONFUSED PEOPLE DON'T BUY.

They scroll. They ghost.
They save your post to 'read later'
and never come back.

I've worked with enough founders to spot the same weak points over and over again – tiny cracks in your messaging that quietly drain trust, authority and sales.

Fortunately, you can fix most of them in a week. Here's how.

1

YOUR FOUNDER STORY READS LIKE A CV

✗ The mistake:

Your About page starts with: “We were founded in 2021 to disrupt the [industry] space..” and ends with a list of past job titles. Yawn!

✓ The fix:

Lead with the “why” that makes you human.

Example:

Instead of: I have 10 years in SaaS sales.

Say: I built this because I was tired of watching good founders get buried under jargon and investor noise.

2 **YOUR TONE OF VOICE DOESN'T MATCH YOUR MARKET**

✗ The mistake:

You sell to corporate decision-makers but write like a TikTok life coach. Or you sell to startups but sound like a 300-page annual report.

✓ The fix:

Match your language to your audience's decision-making process.

Example:

Selling HR tech to enterprise:
Precise, benefit-driven, minimal fluff.

Selling wellness products to Gen Z:
Conversational, relatable, visually led.

3 **NO EMOTIONAL HOOK**

The mistake:

Your content is 100% facts and features. No story, no tension, no reason to care.

The fix:

Identify the stakes. What happens if they do nothing? What's the cost of inaction?

Example:

Instead of: Our platform automates invoicing.

Say: Right now, you're losing 5+ hours a week chasing invoices. That's a month of your life every year – gone.

4 WEAK OR NON-EXISTENT CALLS-TO-ACTION

✗ The mistake:

Your posts end with “Thoughts?” or nothing at all.
Your website hides the “Buy” button like it’s a state secret.

✓ The fix:

Be clear and direct. Tell them exactly what to do next.

Example:

Book your 15-min intro call here.
(with the link attached)

Download the full case study now.

5 ***SOCIAL PROOF THAT DOESN'T BUILD TRUST***

X The mistake:

You've got a "Testimonials" page buried on your site with vague praise like "Great service!"

✓ The fix:

Use proof that removes risk for the buyer: numbers, names, results.

Example:

Instead of: "Izzy was amazing to work with!"

Say: "Izzy rewrote our messaging, which increased qualified leads by 37% in 90 days."

6

BRAND VISUALS THAT DON'T MATCH YOUR POSITIONING

X The mistake:

You say you're premium.. but your logo looks like it came free with a Canva trial.

✓ The fix:

Design is shorthand for trust. Align your look with your positioning.

Example:

Premium = minimal palette, breathing space, sharp typography.

Mass-market = bold colours, energy, high-frequency visuals.

7 **UNCLEAR AUDIENCE**

X The mistake:

Your offer is “for everyone who..” which means it’s for no one.

✓ The fix:

Get painfully specific. Narrow down to the decision-maker, context and their problem.

Example:

Instead of: “We help businesses grow.”

Say: “We help B2B SaaS founders with £500k-£2m ARR cut sales cycles in half.”

QUICK WIN AUDIT TEMPLATE

Read your website homepage out loud. Does it sound like a person your audience would trust?

Pull your last 5 posts. Is there one clear CTA in each?

List your last 5 client wins. Can you explain each in a sentence with a result?

NEXT STEPS

You can patch some of these yourself in under a week.

But if you want the full fix (and **a messaging system that actually converts**) that's where I come in.

I work with founders and purpose-driven startups to:

- Sharpen your positioning so your audience “gets it” instantly.
- Build a voice and content system that scales.
- Create a brand your market remembers and buys from.

Found this useful?



Let's connect



Case study deck

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***HELPING BOLD BRANDS SHARPEN THEIR
MESSAGE AND SHOW UP WHERE IT MATTERS.***

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