

DON'T TELL YOUR CUSTOMER IT'S 'BETTER.' SHOW THEM WHAT BETTER LOOKS LIKE.

Vague sounds good. Specific gets remembered.

CLEAR
MESSAGING
BUILDS
TRUST.

LESS
ABSTRACT.
MORE
RESULTS.



Big Idea

Abstract words make customers interpret. Concrete words help customers visualize.



Before / After Example

BEFORE

"Improve your marketing."



- Vague
- Generic
- Easily forgotten

AFTER

"Know which campaigns generate leads, which leads become meetings, and where conversions are leaking."



- Specific
- Visual
- Memorable
- Actionable



Today's Lesson

Don't ask customers to imagine what your claim means. Help them see it.



SPECIFICITY CLEARS THE FOG.

The Concreteness Effect: specific messages are easier to understand, picture and remember.

BE
CLEAR.
BE
CONCRETE.
BE USEFUL.

SPECIFIC
IDEAS
STICK.

VAGUE MESSAGES = FOGGY WINDOW

What does any of this actually mean?

Growth
Premium
Quality
Innovation
Transformation

CUSTOMER

SPECIFIC MESSAGES = CLEAR WINDOW

24-hour
response

5-stage
journey

Now I can see it.

weekly
dashboard

28-day
routine

3-step
process

Abstract words
create fog.
Specific words
create pictures.

RISHABH
Marketing Coach

LESS
VAGUE.
MORE
IMPACT.

PEOPLE
DON'T JUST
HEAR WORDS.
THEY PICTURE
MEANINGS.

Why this works



Specific
language reduces
interpretation.

FEWER
ASSUMPTIONS.
CLEARER MEANING.



Concrete
examples improve
memory.

REAL EXAMPLES
ARE EASIER
TO REMEMBER.



Visual detail
increases trust.

SPECIFICITY
SHOWS YOU
KNOW WHAT
YOU'RE DOING.



Today's Lesson

If your customer can picture it,
they can understand it faster.



CLARITY
CONVERTS.

THE S.H.O.W. FRAMEWORK

Turn vague claims into visible meaning.

SAME
MESSAGE.
A CLEARER
PICTURE.

WORDS
INTO
RESULTS.

S Strip the abstract words

We offer growth, premium solutions, better results and innovation.

Be specific.

EXAMPLES

- Growth
- Premium
- Better
- Innovation

? Ask: what does this actually mean in the customer's world?

H Highlight observable change

Okay, so instead of "fast support" what do I say?

Show the change.

VISIBLE
PROGRESS
BUILDS
TRUST.

EXAMPLES

- First response within 2 hours.
- Weekly review dashboard.

Describe what the customer can see, count or notice.

O Offer an example

Examples really help! Can you show me one?

Use examples.

BEFORE

"Better onboarding."



- Vague
- Unspecific
- Hard to picture

AFTER

"Every new customer gets a welcome message, next-step checklist and first milestone within 48 hours."



- Specific
- Concrete
- Easy to visualize

W Write so they can picture it

How do I know if it's clear enough?

Create a picture.



IF THEY
CAN PICTURE IT,
THEY CAN
BELIEVE IT.



Could someone draw what you just wrote?



Today's Lesson

Don't just make a claim.
Create a picture in the customer's mind.



CLEARER
WORDS.
BIGGER RESULTS.

REPLACE ADJECTIVES WITH EVIDENCE.

Vague sounds impressive. Concrete gets remembered.

SAME
MESSAGE.
A STRONGER
IMPACT.

REAL
EXAMPLES
BUILD
REAL TRUST.

1. CONSULTING

Don't just say you help businesses grow. Show how.

STRATEGY
→ PROCESS
→ GROWTH
→ RESULTS

VAGUE

"We help businesses grow."



CONCRETE

"We identify where leads are leaking between enquiry, follow-up, proposal and sale, then build a system to fix those gaps."



2. HAIR CARE

People don't remember 'complete.' They remember what's included.



A COMPLETE ROUTINE. NOT JUST A CLAIM.

VAGUE

"Complete hair-care solution."



CONCRETE

"Oil, scalp cleanse, wash and care routine organised into a 28-day plan."



3. HOTEL WATER PLANNING

Be specific about what you plan and when. That shows expertise.

HOTEL

WATER PLANNING KEEPS HOTELS RUNNING BETTER.

VAGUE

"End-to-end hotel water consultancy."



CONCRETE

"Water demand, WTP, STP, pool, reuse and equipment planning reviewed before MEP and civil decisions are frozen."



4. MANUFACTURING

'Superior quality' means nothing unless you show what makes it superior.



SPECIFICATIONS CREATE CONFIDENCE.

VAGUE

"Superior quality tubes."



CONCRETE

"Material grade, dimensions, testing documentation and application requirements verified before dispatch."



5. SAAS

Show the actual workflow. That's what people remember.



SHOW THE FLOW. NOT JUST THE CLAIM.

VAGUE

"Automate your sales process."



CONCRETE

"When a lead enters, assign the salesperson, trigger WhatsApp follow-up, create the task and update the pipeline automatically."



Customers remember what they can visualise.

Details turn claims into credibility.

- ✓ PROCESS
- ✓ PROOF
- ✓ EXAMPLES
- ✓ OUTCOMES
- BUILD TRUST.



Today's Lesson

Replace adjectives with process, proof, examples and observable outcomes.



CLARITY
CONVERTS.

SAME
IDEA.
CLEARER
RESULTS.
HAPPIER
CUSTOMERS.

DAY 52

S.H.O.W. WORKSHEET

Turn one vague claim into a visible result.

BE
SPECIFIC.
BE VISUAL.
BE MEMORABLE.

S.H.O.W. = 
Specific, Helpful,
Observable, With proof.
Make your benefit real,
not vague.

1 My current claim:

Write the exact benefit or claim you use (e.g., in your website, pitch or ad).



2 The vague words inside it are:



List the words that are unclear, generic or could mean many things (e.g., better, improve, fast, simple).

3 What do those words actually mean?



Explain what these words really mean in your business (e.g., better = more leads? faster = in 2 days?).

4 What observable change happens?



Describe what your customer will actually see, feel or have differently after working with you.

5 What number, example or process can demonstrate it?



Add a metric, example, timeframe or simple process that makes it real (e.g., 3x more leads, in 30 days, step-by-step plan).

6 Could someone picture what I mean?

If a new customer read this, would they be able to clearly imagine the result?

☐

YES

☐

NOT YET



Rewrite It

Turn your vague claim into a concrete, visual version.

Vague version

“

”



Concrete version

“

”



Today's challenge

☐
☐
☐

Find one vague claim

Apply S.H.O.W.

Rewrite it so the customer can picture it

SMALL
CHANGES
MAKE A
BIG
DIFFERENCE.

Day 52 Action:

Turn one vague claim into a visible result.

CLARITY
CONVERTS.