BRAND MESSAGING

Is Your Marketing Still Human?

Six dimensions we use to score messaging health, and the commercial consequence of each.

KEEP READING ›

ELUCIENT

POV DISTINCTIVENESS

Safe positioning doesn't persuade.

Scores whether your brand takes a real position.

Low

Copy that belongs to any competitor.

High

A position buyers trust and remember.

NEXT ›

BUYER INSIGHT

Describing your offer isn't buyer insight.

Scores how well copy reflects their actual problem.

Low

Your messaging describes you, not them.

High

Copy that names what buyers already know.

NEXT ›

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SPECIFICITY & PROOF

Vague claims don't survive scrutiny.

Scores whether claims are backed by specific proof.

Low

Claims buyers cannot verify or act on.

High

Proof that shortens decision time and builds trust.

NEXT ›

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STRATEGIC CLARITY & ARCHITECTURE

Generic positioning loses the right buyer.

Scores clarity, structure, and buyer self-selection.

Low

Messaging that addresses everyone, reaches no one.

High

Tighter qualification, fewer wrong-fit conversations.

NEXT ›

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VOICE AUTHENTICITY

AI-influenced copy has a pattern.

Scores whether your copy sounds human.

Low

Polished language that registers as forgettable.

High

A brand voice that earns attention.

NEXT ›

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STAKES & TENSION

The stakes of staying put go unnamed.

Scores whether buyers feel the cost of inaction.

Low

No reason for buyers to act now.

High

Forward pressure that comes from genuine stakes.

NEXT ›

ELUCIENT

Innovating for brands in an age of change.

> Messaging that consistently converts scores well across specific dimensions. Knowing which ones you're missing is where the work starts.

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