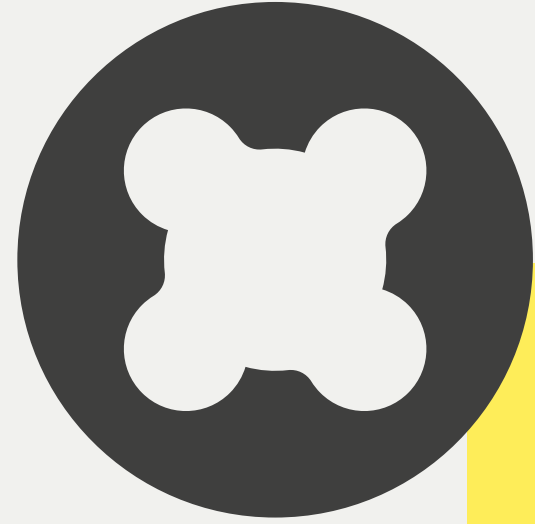


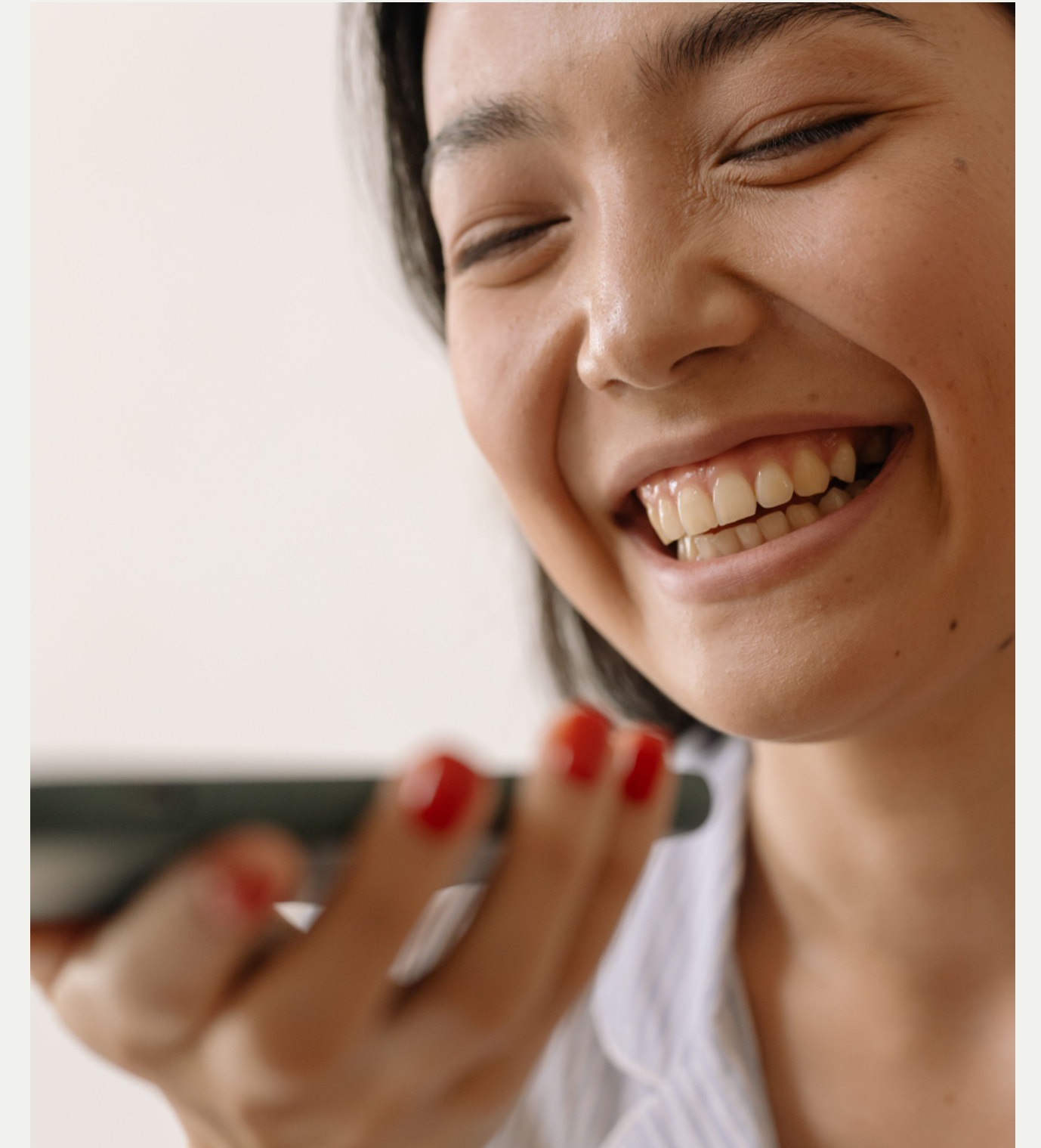


Unearth the Language Your Clients Need to Trust You

A simple voice-note process to get your values, point of view and client language out of your head, then shape it into clearer copy with AI.

Designed to lower the friction on unearthing what makes your business unique and powerful.

– Josh at drillthrill



Your business probably has better stories than your website does.

Most businesses sound generic not because they are generic, but because they try to write the polished version before they have given themselves permission to think messily.

The good news:

- You already have opinions.
- You have standards.
- You know what clients struggle with.
- You know what your industry gets wrong.
- You have a unique point-of-view

Here's the catch:

You cannot create and edit at the same time.

Do not write first. Speak first.

PHASE 1

Speak



Get the messy thoughts out.

PHASE 2

Unearth



Find the beliefs, standards, frustrations and useful phrases already inside your business.

PHASE 3

Distil



Turn the best material into language that is clearer and easier for clients to understand.

PHASE 4

Apply



Use your powerful language where people decide whether to trust you.

This should take 45 minutes. Don't overthink it.

- 01 Open Voice Memos, Notes or whatever you will actually use.**
- 02 Talk through each prompt for 5–8 minutes.**
- 03 Do not stop to edit yourself.**
- 04 Transcribe your notes.**
- 05 Paste them into the AI prompt later in this guide.**
- 06 Keep the words that sound true, useful and like you.**

**You are looking for raw material,
not a finished answer.**

(this is where the gold is)

Tip:

I speak directly to ChatGPT
using the little-mic icon.

It's really accurate and easy.

Give yourself permission to
rant and say what you
believe to be true about
your work.

PROMPT 1

What do people in your industry get wrong that clients quietly pay for later?

Supporting nudges:

- What are clients left dealing with because someone cut corners earlier?
- What are people told that sounds reasonable, but creates a problem later?
- What do you wish more people understood before they made a decision?



PROMPT 2

Tell me about the clients you wish you could clone.

Supporting nudges:

- What is happening before they find you?
- What do they care about that others may overlook?
- What are they tired of, worried about or trying to avoid?
- What makes them such a good fit for how you work?

**“Women aged 35–55” is not a useful answer.
“People who are tired of being dismissed,
rushed or bounced around” is.**

PROMPT 3

***What patterns jump out to you immediately
that others overlook?***

Supporting nudges:

- What do you spot early that clients usually cannot see yet?
- What do you explain repeatedly?
- What small detail often reveals the bigger issue?
- What makes you think, “this is not actually the problem we need to solve”?

**The things that feel
obvious to you may be the
things clients trust you for.**

PROMPT 4

What kind of competitor are you actively not trying to be?

Supporting nudges:

- What shortcuts make you roll your eyes?
- What would you refuse to do even if it made more money?
- What would make you embarrassed to run the business that way?

Your anti-values may tell people more about you than your values ever will.

PROMPT 5

What kind of reputation do you want to earn over the next five years?

Supporting nudges:

- What do you want people to say about you when you are not in the room?
- How should people feel after working with you?
- What would make you think, “yes, that is exactly why we built this”?
- What do you want to be known for beyond the immediate service?



Let AI help you find the pattern. Do not let it decide who you are.

(seriously, edit the language to be your own)

AI is good at sorting messy information.
It is not good at knowing which ideas are true,
distinctive or worth building a business around.

I built a detailed AI prompt that guides the response to help you unearth the language that resonates with your clients.

For the prompt,

[Click HERE](#)

Before you publish it, run it through reality.



**If it fails two or more tests,
it could probably be more honest.**

The Four Filters

1. True

Can you prove this through how you actually work?

2. Specific

Could five competitors say exactly the same thing?

3. Useful

Would a good-fit client care?

4. Natural

Would you say it out loud without cringing?

The Transformation

1. Vague value → observable standard

2. Generic service line → real client tension

3. Anti-value → clear point of view

Put the words to work.

Good brand language is not something you write once and admire in a Google Doc.

It should make every client-facing part of the business clearer.

Implement Your Unique Language Everywhere!

1. Website opening section

Clarify who you help, what they are dealing with and why your approach is worth trusting.

2. Service pages

Describe real client tensions rather than generic outcomes.

3. Social content

Turn observations, standards and anti-values into useful posts.

4. Sales conversations

Explain what makes your approach different without falling back on vague claims.

5. Visual identity and customer experience

Use the language to guide what the brand should feel like, and what it should never feel like.

You have the raw material.

Now decide what deserves to lead.

The harder part is deciding what matters most, what to cut, and how to turn it into a brand that feels clear.



Josh Summerfield

I help founder-led health businesses clarify what makes them worth trusting and turn it into sharper brand language and identity.

Ready to turn the raw material into a brand people can trust?

Brand Clarity Review

A focussed review of your brand language, website and client-facing touchpoints so you know what is clear, what is generic and what to fix first.

Book a call

Bring your transcript, worksheet notes, AI draft, website or social pages.

We will cover:

- Identify the strongest language and ideas worth building around.
- Spot where your message still sounds generic or unclear.
- Find the trust gaps across your website, offer and visual presence.
- Leave with a clear priority order for what to fix first.