

Jargon to Outcome — the translation pass

Brand Creation Brief §5, pulled out to stand alone. **Time:** one sitting

Peers care how it’s made. Clients care what it does for them. This sheet finds every place you’re still talking to peers on a page meant for clients.

Step 1 — Dump the jargon

List every spec, acronym, technique, model number, brand name, or piece of craft vocabulary you’d instinctively lead with. Go through your homepage, your services page, your last three proposals, and your elevator answer. Twelve lines is a good target — most people find more than they expect.

#	What I say	What the client actually buys
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

Filling the right column. For each one, finish this sentence out loud: “...*which means you get* _____. ” If you can’t finish it, either the spec doesn’t matter to the client or you haven’t worked out why it does. Both are worth knowing.

Worked example: *HDR* → **photos that look bright and airy.** *Drone* → **shots from above that make the property feel like an estate.** Nobody woke up wanting HDR.

Step 2 — Rank the outcomes

Circle the three outcomes in the right column that a client would care about most. Not the three you’re proudest of — the three *they’d* pick.

1. _____
2. _____
3. _____

Step 3 — Rewrite the position

Structured version. For _____, this brand is the _____ that _____, because _____.

Plain version. We help _____ experience _____ without _____.

Keep the plain one. Read it aloud and cut any word you wouldn’t say to a friend.

Step 4 — Demote the specs

The left column doesn’t get deleted — it gets moved. Specs are your **reasons to believe** (ch. 9), and they belong underneath the claim, not in front of it.

Write the three you’re keeping and where each one now lives:

Spec	Now appears	As proof of

Spec	Now appears	As proof of

Step 5 — The stranger test

- ☐ Someone outside my trade read the plain version and could say back what I do and why it matters — without a follow-up question.
- ☐ It could **not** be pasted onto a competitor's site unnoticed.
- ☐ No sentence leads with a spec.

. . .

Kill-or-keep date: _____

On that date, check whether the plain version actually made it onto the site, the proposal, and your mouth. A translation that lives only on this sheet changed nothing.