



The Swap Test

In ten minutes, you'll find out if your marketing points to you or to everyone.

Here's a fast way to check your own marketing. Take a line you use to describe your business and swap it with a competitor's name. If it's still true, then the line is too generic. A message that fits everyone gives no one a reason to choose you.

Example. "At [your business], we make your special day unforgettable" becomes "At [competitor], we make your special day unforgettable." Still true, so it's invisible. Every wedding planner, venue, and photographer in town says it. It doesn't point to you. A line that points to you brings out what makes you different.

Try it with your own words

Write down up to three lines you actually use, from your website, ads, or how you describe your business out loud when someone asks you about it.

Line 1: _____

Line 2: _____

Line 3: _____

Swap your name for a competitor's and read each one back. Could they say it and have it be just as true?

Line 1: yes / no Line 2: yes / no Line 3: yes / no

Your score

Mostly no: strong. Your message points to you and only you.

Mostly yes: this is the common result, and it's fixable. Your marketing makes you sound like every other business right now.

Fix one line

Pick what you think is your weakest line. Answer one of these, then rewrite it using your answer.

What's the real reason your regulars keep coming back? Be specific.

What's one result a customer will still talk about a year from now?

Old line: _____

New line: _____

Run the swap test again. If your competitor's name no longer fits, you just made your business easier to choose.

This is the work I do with established St. Augustine businesses through The Clear Visibility Method. Discover what makes your business easier to understand, easier to trust, and easier to choose.