Corelini Clarity & Proof Checklist

A 10-minute self-check for complex B2B tech messaging

What this is

A quick checklist to identify why buyers may not be understanding or trusting your messaging —
and what kind of fix you likely need next.

How to use this (simple)

1. **Open your homepage** (desktop is best).

2. For each line below, mark: **Yes / No / Not sure**

3. **Count your Yes answers** in each section.

4. Treat **Not sure as No** (don't count it).

Your score (count Yes)

- **Clarity (out of 6):** _____

- **Differentiation (out of 6):** _____

- **Proof (out of 7):** _____

- **Narrative Travel (out of 5):** _____

  Total (out of 24): _____

What your total means

- **18 – 24 Yes:** Strong foundation. You likely need refinement + better proof placement.

- **12 – 17 Yes:** You're close, but gaps are costing conversion and trust.

- **0 – 11 Yes:** Your story is unclear or untrusted. Start with a diagnostic before rewriting.

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1) CLARITY (out of 6)

Goal: Can a buyer understand the basics in 10 seconds?

1. Our homepage clearly says **what we are** (not just "a platform/solution").

    Yes / No / Not sure

2. It clearly says **who it's for** (a specific team or buyer).

    Yes / No / Not sure

3. It clearly states the **main outcome** (what improves / what changes).

    Yes / No / Not sure

4. It makes clear **when someone needs this** (the problem moment).

    Yes / No / Not sure

5. A visitor can tell **what category we fit into** (what type of product/service).

    Yes / No / Not sure

6. The next step is obvious (**book / demo / contact**) and matches how we sell.

    Yes / No / Not sure

If you have 4+ Yes: clarity is solid.
If you have 3 or fewer Yes: buyers may not "get it" fast enough.

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2) DIFFERENTIATION (out of 6)

Goal: Would a buyer understand why you vs. alternatives?

1. We can name what buyers compare us to (competitor or "DIY/status quo").

   Yes / No / Not sure

2. We can state what we do **better** than alternatives (specific, not vague).

   Yes / No / Not sure

3. We can state what we **don't** optimize for (a tradeoff).

   Yes / No / Not sure

4. We can explain "why it works" in one sentence (your mechanism).

   Yes / No / Not sure

5. We can name 1–2 situations where we win most often (best-fit use case).

   Yes / No / Not sure

6. If our logo was removed, the copy would not sound like a competitor.

   Yes / No / Not sure

If you have 4+ Yes: differentiation is strong.
If you have 3 or fewer Yes: you may sound like everyone.

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3) PROOF (out of 7)

Goal: Do your claims feel believable?

1. Our key claims include **evidence** (not only adjectives like "fast/best").

    Yes / No / Not sure

2. We show at least one **example** (result, story, or quote with context).

    Yes / No / Not sure

3. We show **trust signals** buyers expect (security, reliability, integrations, etc.).

    Yes / No / Not sure

4. We answer common risk questions (effort, timeline, switching risk, constraints).

    Yes / No / Not sure

5. We avoid big claims we can't support publicly.

    Yes / No / Not sure

6. Proof is easy to find (not buried).

    Yes / No / Not sure

7. Sales can repeat 3 – 5 proof points consistently.

    Yes / No / Not sure

If you have 5+ Yes: proof is strong.
If you have 4 or fewer Yes: buyers may hesitate even if interested.

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4) NARRATIVE TRAVEL (out of 5)

Goal: Does your story stay consistent everywhere?

1. Website + pitch deck + outbound say the same core message.

    Yes / No / Not sure

2. "Who it's for" stays consistent across channels.

    Yes / No / Not sure

3. The same 3–5 proof points show up across channels.

    Yes / No / Not sure

4. Different team members explain the company the same way.

    Yes / No / Not sure

5. The story holds up in high-visibility situations (partners, recruiting, media, investors).

    Yes / No / Not sure

If you have 4 – 5 Yes: narrative consistency is strong.
If you have 3 or fewer Yes: trust breaks across touchpoints.

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What to do next (pick the weakest section)

- Lowest score in **Clarity** → you likely need clearer "what / who / outcome."

  SCORE _____

- Lowest score in **Differentiation** → you likely need sharper "why us" (tradeoffs + best-fit use case).

  SCORE _____

- Lowest score in **Proof** → you likely need stronger evidence + trust signals tied to claims.

  SCORE _____

- Lowest score in **Narrative Travel** → you likely need one repeatable story used everywhere.

  SCORE _____

If your total is under 12 / 24: don't rewrite everything yet —
start with a diagnostic to avoid expensive guesswork.

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