



TECHNOLOGY CLARITY SCORECARD

Organization Name _____

Use this Clarity Scorecard to evaluate how well your message explains what you do, why it matters now, and why your solution is the right fit. Identify weak spots and opportunities to strengthen your positioning, differentiate your solution and make it easier for prospects, partners and investors to choose you.

Refine your website copy, pitch deck, sales collateral, campaign messaging, or product overview to create a more consistent, compelling story across every touchpoint.

Select a score from 1 to 5 for each area

Note what is missing and identify the areas that need improvement to:

- make your message clearer,
- sharpen relevance for your buyers,
- build confidence in your solution,
- motivate prospects to take the next step.

How to score

- 1 = Unclear or missing
- 2 = Present but weak
- 3 = Adequate
- 4 = Clear and compelling
- 5 = Strong, specific, and market-ready

Area	What to look for	Score (1-5)	Notes /Gaps	Priority fix
Market clarity	Is it immediately clear what the company does, who it serves, and why it matters?			
Problem / pain point	Does the message explain the customer problem in concrete, high-stakes terms?			
Solution fit	Is it clear how the product or service solves the problem better or differently?			
Business impact	Does it show what changes for the customer, using outcomes, proof points, or results?			
Urgency	Does it explain why the prospect should act now rather than wait?			
Buyer relevance	Does the language feel tailored to the intended buyer, user, or decision-maker?			
Simplicity	Is the message easy to understand without jargon, feature overload, or long explanations?			
Differentiation	Is it clear what sets the company apart from competitors or alternatives?			
Credibility	Does it include enough evidence, examples, customer proof, or technical validation to build trust?			
Call to action	Is there a clear next step for the prospect or customer?			

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Make it easier for prospects to say YES!



A score alone won't improve your messaging but knowing what to do next will.
Use these prompts and actions to uncover weak spots and make your message clear, credible, differentiated, and ready for the market.

Action plan

A strong market message helps prospects quickly understand the problem, see why your solution matters, and believe the outcome is worth acting on.



How to ready your score

40-50	Clear, compelling, and close to market-ready.
30-39	A strong foundation, with key areas to sharpen
20-29	The message is inconsistent or incomplete and may not convert prospects yet..
Below 20	The positioning likely needs a strategic rewrite before wider use.



Reflection prompts

- What is the one sentence that best explains what you do and who it is for?
- Where does the story feel vague, generic, or too internally focused?
- What proof would make the value more believable?
- Where should urgency be stronger?
- Does the buyer clearly understand why your solution is worth considering now?



Priority Action Plan

- 1 Rewrite weak sections so they are clearer, more specific, and more relevant to the buyer.
- 2 Add one proof point, customer result, use case, or product proof of concept.
- 3 Strengthen the call to action so the next step is easy to understand and act on.

Tip: Start with the sections scoring the lowest first. Small clarity gains often create the biggest lift in response and conversion.

If you'd like some support clarifying your organization's messaging, let's talk!
We offer a limited number of free 30-minute consultations to Tech companies every month. [Drop us an email.](#)



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