

Clarity Wins...

...which is why your audience needs to hear from Steve Woodruff.

No matter what type or size of business, if strategic direction and customer messaging is not crystal-clear, countless opportunities are lost. Especially the best opportunities of all: targeted referrals.

Steve's goal is to make businesses "referral-ready" through clarity.



Bio:

Steve Woodruff is known as the *King of Clarity*. In a world full of noise and distraction, Steve helps businesses craft a message so clear that they can be heard, remembered, and referred. In over 30 years of business experience, he has consulted with companies ranging from solo startups to Top Five Pharma. You can learn more about him and his work at www.clarityfuel.com.

His new book, **Clarity Wins**, launched in November 2018.

WIIFA (What's In It For your Audience):

- Coming to grips with their greatest opponent: the NOISE
- How to overcome GMO (Grey Matter Overload) through simple brain science
- Understanding how to craft a message that works in the two moments of truth (introduction, and referral)
- Why every winning business needs to define their five elements of clarity
- Embracing the advantages of occupying a very specific marketplace niche

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Book: Clarity Wins (available on Amazon)
via this link: claritywins.org



20 questions about Clarity, and the Clarity Wins book, for interviewers:

1. How bad is the “noise” problem in the marketplace?
2. How can small (or micro-) companies succeed when surrounded by so many Goliaths?
3. You put a major emphasis on the first few seconds of an encounter, whether that’s a live or an on-line interaction. Why does that matter so much?
4. How can business people turn brain science to their advantage when addressing the marketplace?
5. You don’t like the term “elevator pitch.” Why do you use the phrase “memory dart” instead – what’s the difference?
6. How should a company describe their ideal (what you call “bullseye”) customer?
7. Explain the five elements of clarity (what; for whom; why; how; where).
8. Where does storytelling fit into your idea of messaging?
9. Tell us why metaphors and word pictures matter so much in business communications.
10. There seem to be very few books written about referrals (compared to sales, marketing, social media, etc.); why do you feel so strongly about it?
11. Is communications clarity a major problem beyond branding and marketing?
12. How did you start doing “clarity consulting” with companies – what got that ball rolling?
13. Give our audience a clarity success story that you’re particularly proud of.
14. If you’ve been blogging and consulting on these themes for 12 years, why did it take so long to write the book?
15. What are your hopes for the Clarity Wins book?
16. How did you end up with the title “King of Clarity?”
17. Who are some of the people that have been most influential in the development of your clarity consulting practice?
18. Why did you become an entrepreneur?
19. What advice would you give to someone looking to launch their own business? (related: what would you do differently if you could start over?)
20. What have been your biggest struggles and challenges growing your practice? What has been the most helpful to your success?



Steve’s ability to crystalize disparate thoughts down to a very simple and actionable phrase is absolutely important to most professionals today. While most of us think we’re being clear and succinct, I can tell you that by paying attention to Steve, you’ll discover where you can apply fresh clarity to your career or business.

- Chris Brogan, Owner Media Group



Links to Graphics

- SW Headshot (smaller):
 - <https://207jbxmvmgsh4prrou0t7hu-wpengine.netdna-ssl.com/wp-content/uploads/2018/11/CW-SW-headshot-xxsm.png>

- SW Headshot (full size):
 - <https://207jbxmvmgsh4prrou0t7hu-wpengine.netdna-ssl.com/wp-content/uploads/2018/11/CW-SW-headshot-large.png>

- Clarity Wins book cover:
 - <https://207jbxmvmgsh4prrou0t7hu-wpengine.netdna-ssl.com/wp-content/uploads/2018/11/CW-front-cover-large.png>

- Clarity Fuel logo (transparent):
 - <http://207jbxmvmgsh4prrou0t7hu.wpengine.netdna-cdn.com/wp-content/uploads/2018/09/Clarity-Fuel-Logo-FINAL-copy.png>

Biographical Sketch

Born and grew up in central Connecticut; third of 4 brothers. Not poor man, not rich man. Emotional reserve and an independent spirit were part of our DNA. I was the insecure intellectual.

Attended Vanderbilt University (Nashville) on scholarship. Thought I was going to major in Astronomy, until I ran into calculus and physics. Oops. Earned a B.S. in Psychology.

Met my now-wife Sandy one summer in Lake Placid, NY. We married after she graduated from University of Connecticut (one year after I finished Vanderbilt), and moved to Nashville for a three-year stint. Broke, idealistic kids in love. Now married for 37 years. Still in love. Not broke but understand that financial borderline all too well after bootstrapping a business from the ground up.

Moved to New Jersey for what we thought would be 4 years of graduate studies; turned into 30 years of being stuck in NJ. Not quite wandering in the wilderness, but it sure felt like it. We went ahead and had five boys anyway and developed our careers (Sandy – teaching. Steve – sales/marketing/consulting in the healthcare space). Wanted to escape NJ for a long time – finally succeeded in 2014 (moved to Franklin, TN).

After two 10-year stints with small companies, launched my own consultancy in 2006. The niche was commercial training for life sciences (biopharma) companies. Created a unique matchmaking/referral model to help outsource training companies and pharma clients find each other. Looked like a million-dollar idea; had one too many zeroes factored into that calculation. Nonetheless, still operating that referral business to this day.

Have continued facilitating a number of workshops and doing other public speaking, as well as article writing during the last 2 decades. An introvert in person who has learned to be outgoing behind the keyboard and podium (and in-person over coffee). Launched the business based on a blog and social media strategy (which still continues). Did some longer-form writing with ebooks and one group-authored book (Amazon best-seller *Unstuck*, 2017).

Began doing clarity consulting for businesses (and individuals) in 2010 because it turns out that the vast majority of companies do an awful job of maintaining strategic focus and messaging themselves effectively – and I happen to have a magic wand with that stuff. OK, it's not real magic. But it is a superpower. Getting-to-clarity-in-one-day sessions are pretty super.

Built very large networks in the social media/marketing world, the biopharma world, and the Nashville area, combining on-line and face-to-face approaches. Practicing what I preach: that referral networking is the best, most efficient way to

create business success. I am much bigger on human-to-human advocacy than, say, SEO and sales funnels. Besides, statistics and formulas make my brain hurt.

Began serious writing of **Clarity Wins** book in early 2018, after progressively blogging on these themes for 12 years. Nine months is a long gestation period, and my wife did that five times. But do the math – twelve years is 144 months of idea pregnancy. Delivery is long overdue. Due date is November 27. Simultaneously re-branded my clarity consulting practice as **Clarity Fuel**.