

# Content Clarity Framework

Define what you say and how you say it

---

## 4.1 In one sentence, what does your business do?

*Plain language only*

Why this matters

This sentence shapes every other piece of content.

Your sentence:

---

---

## 4.2 What makes your approach different?

Why this matters

Difference reduces decision friction.

Your answer:

---

---

## 4.3 What should someone understand within 5 seconds?

Why this matters

First impressions are irreversible.

Your answer:

---

---

---

If you want expert guidance applying this to your business, a structured website audit is available at [codelabone.co.za](http://codelabone.co.za).