a clearer brand. a stronger first impression.

Five simple checks to help your organisation communicate clearly, build trust and make the next step easier.

A practical guide from Two Boys.

two boys

YOUR MESSAGE

make your value clear

Can someone quickly understand what you do, who you help and why they should care?

It's easy to fill a headline with words that sound impressive but say very little.

before

Delivering innovative solutions for ambitious organisations.

after

We help growing businesses take control of their finances.

Specific language gives people something to recognise.

try this

Read your homepage headline to someone outside your organisation. Ask them what they think you do.

If they're unsure, look for a simpler way to explain it.

One small improvement:
Replace one vague phrase with a clear description of what you help people do.

YOUR DESIGN

bring your brand together

Does the way you present yourself reflect the standard of your work?

Look at your website, a recent presentation and a piece of marketing side by side.

Do they feel like they belong to the same organisation? Are the words easy to read and the important details easy to find?

Consistency helps people recognise you. Good design helps them understand you.

try this

Check your fonts, colours, images and layouts across all three pieces. Look for anything that feels dated, out of place or unnecessarily busy.

One small improvement:
Update the piece that feels furthest behind your organisation today.

YOUR CREDIBILITY

give people reasons to believe you

Anyone can say they're experienced, trusted or different.

What can you show?

A relevant testimonial. A clear result. A short case study.
The people behind the work.

before

We provide an outstanding service.

after

"Two Boys add significant value to our work, and we look forward to continuing our partnership with them."
Jacq, RBH, Marketing Director

The strongest evidence answers a question your audience already has.

try this

Find your main claims. Is there something nearby that supports each one?

Choose evidence that matters to the people you want to reach.

One small improvement:
Add one useful example or testimonial to a page where people decide whether to contact you.

YOUR CONTENT

make it easier to take in

People often scan before they read.

Can they find your main point without working through every paragraph?

Clear headings, short sentences and space around your content help readers see what matters.

before

Should you require any further information regarding our range of services, please do not hesitate to contact us.

after

Have a question?
Get in touch.

try this

Choose one page or email. Cut repeated points, unnecessary introductions and words that add little.

Try cutting around 20%, without losing useful meaning.

One small improvement:
Give each section a heading that tells the reader something useful.

WHAT HAPPENS NOW

make the next step obvious

Once someone is interested, what should they do?

Enquire. Book. Buy. Donate. Download.

Choose the action that matters most on that page and make it easy to find.

before

Click here

after

Book a viewing.
Explore our services.
Support a family.

A useful call to action tells people what to expect.

try this

Open your website on your phone. Follow the main action through to the end.

Is it easy to find? Does it work? Are you asking for more information than you need?

One small improvement:
Make your main action clearer and remove one unnecessary step.

YOUR ACTION PLAN

start with three small changes

You don't need to tackle everything at once.

Choose the improvements most likely to help people understand you, trust you and take the next step.

Give each action an owner and a target date.

01

What's one message we can make clearer?

Owner: _____ **Target date:** _____

Action: _____

_____

02

What's one piece of design or content we can improve?

Owner: _____ **Target date:** _____

Action: _____

_____

03

What's one next step we can make easier?

Owner: _____ **Target date:** _____

Action: _____

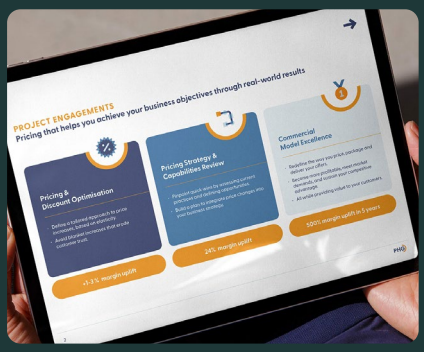
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TWO BOYS

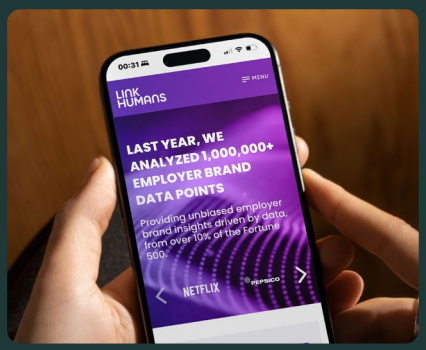
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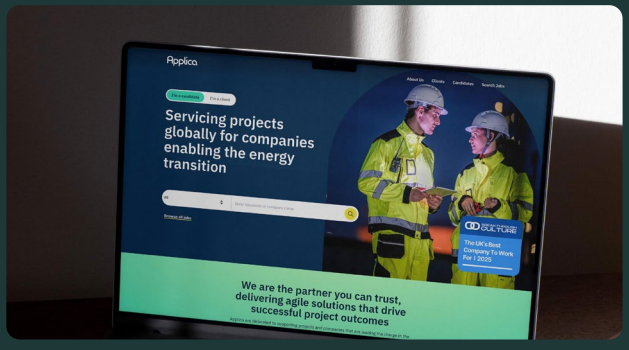
















could your first impression work harder?

Two Boys helps organisations bring their brand, website and communications into focus.

Let's talk about your organisation.

Call: 020 3815 3688

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