

5 Signs

Your Sales Page is Underselling Your Expertise



***A quick diagnostic to see if your
messaging is operating at full strength.***

FROM BETH HESS, KEYS TO YOUR BRAND CONSULTING

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The Drift

Your brand has become diluted.

You likely have far more expertise than your sales page makes obvious.

And when the signal isn't clear, something frustrating happens:

- People mistake you for average.
- The wrong clients lean in.
- The right ones keep scrolling.

Your sales page is the fastest place to spot when that's happening — because it forces you to say exactly what you do and who it's for.

Use this quick test to see whether your page reflects your real authority — or whether your brand is operating beneath your level.



Beth Hess is journalist turned brand language coach who now helps experts and founders spot where their messaging has been diluted — and restore the signal that shows the true level of their work.

Sign 1

A Plain White Can Headline

Read your sales page headline.

If someone removed your name from the page, could three other people in your industry claim the same sentence?

That's a Plain White Can headline.

Nothing about it signals why you are different.



When the difference isn't visible, people assume average.

Sign 2

All-Purpose Language

Look at how you describe the problem you solve.

Are you speaking to people at the level you work at now — or people who are five years behind you?

Many experts keep translating their work for beginners — and end up attracting them.



When your message becomes all-purpose, people think the work is, too.

Sign 3

Too Many Ingredients

Notice the tone of the page

Are you declaring your work, or proving you're allowed to do it?

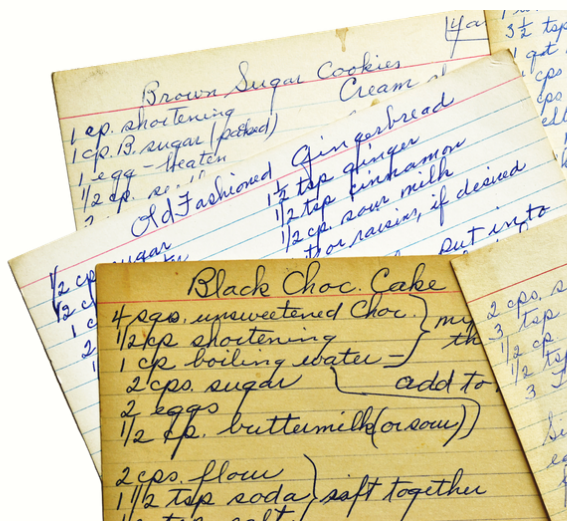
Many experts start adding extra explanation, credentials, and justification, hoping it will make their authority clearer. It doesn't. It just adds ingredients that dilute the flavor.



When you over-explain your authority, people start wondering if you have it.

Sign 4

A Borrowed Recipe



Scan your page for phrases that feel like they came from the marketing playbook

- "Scale with ease."
- "Unlock your potential."
- "Next-level growth."

If you season your message with the industry's language, your own flavor disappears.

When your language is someone else's, the market can't hear YOU.

Sign 5

Missing the Secret Sauce

Read the whole page out loud.

Are you **declaring your work**, or **proving you're allowed to do it**?

Does it sound like how you actually talk?
Or does it sound like marketing copy that happens to be about your work?



When your natural thinking disappears, your signal does, too.

I'm Diluting. Now What?

Almost every expert's sales page ends up drifting into some version of this.

You simplify something so more people understand.
You borrow a phrase that sounds familiar to the market.
You add explanation so people don't miss the point.

None of those decisions are wrong.
But over time, they soften the signal.

The page still describes your work.
It just stops showing the **level** of it.

This is fixable. Your sales page can come back to full strength.



Restore the Strength

Your work already has a signal.
The question is whether the market
can detect it.

**The Undiluted Sales Page Review
is the mirror that lets you see your own
message more clearly.**

So the language finally matches
the level of your work —
and the right people
recognize it immediately.

Undiluted Sales Page Review includes:

- **Written Report**
- **Specific Examples
from your Page**
- **60-minute Review
Session**

**LEARN MORE & BOOK
YOUR REVIEW HERE**

What This Review Helps You See

1

Where your Signal is Already Strong

Not everything needs
fixing. See the places your
voice is already carrying
the signal clearly so you
can protect and amplify
what's working.



2

Where your Language is Blending In

Familiar phrases and
category language quietly
weaken your authority.
See exactly where your
message starts sounding
like everyone else.



3

Where Extra Words are Hiding your Strength

Sometimes the most
powerful insight on a
page gets buried under
explanation meant to
make it clearer. See
where less is more.



About Beth



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keystoyourbrand.com

Beth Hess helps experts bring their brand message back to full strength.

She's the founder of Keys to Your Brand Consulting, where she works with founders, consultants, and leadership teams whose expertise has evolved faster than the language describing it.

Originally trained as a journalist, Beth built her career around noticing patterns in how people speak, think, and describe the things that matter most to them. Today she uses that skill to help businesses uncover the true signal of their brand.

Beth is known for helping companies Own Your Amazingness® — refining and elevating what's already true instead of forcing them into scripts, formulas, or borrowed marketing language.

Because when the message is right, the right people recognize it.