



Stop The Spin:

Five Clarity Hacks Every Marketer Needs



spin cycle 🧺 🧼 🫧



spin/cycle 🚲 🎵 🌐

b|ride with Alex Farber

★★★★★ by Avery

Slay

b|well company

bandwidth

what if..

h

issues

yeah, but...

too much

urgent

priority

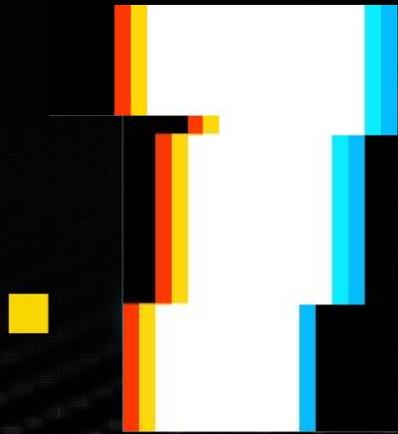
**not
enough**

capacity

opportunity

unclear

huh?



The One-Liner Brief

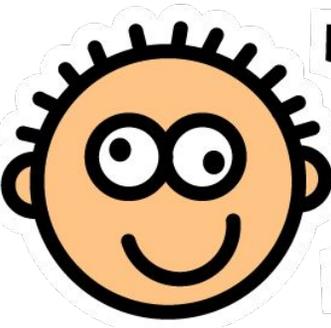
when the brief isn't... brief.

“

We're looking to elevate the brand in a bold-but-safe way that moves the needle, fuels the flywheel, and aligns stakeholders around a shared north star — while leaving plenty of runway to pivot as needed. This initiative should drive awareness, engagement, and measurable impact across key audiences.. Ideally, the solution will be holistic yet targeted, innovative but battle-tested, and flexible enough to boil the ocean without boiling the ocean. The work should unlock scalable growth opportunities, activate key touchpoints, and create lift across the full funnel, delivering quick wins now and foundational value for whatever comes next. Success means building momentum, capturing lightning in a bottle, and delivering value that ladders up to broader business objectives.

[Goal] is the objective—
delivered via **[asset/channel]**
for **[audience]**
by **[date]**.

marketing

MAD  **LIBS**™

[Goal] is the objective— delivered via [**asset/channel**]
for [**audience**] by [**date(s)**].

Impressions are the objective – delivered via
CTV, programmatic video, and display for
men and women ages 35+ by **EOY 2026**.

Brand affect is the objective—achieved through **humor,**
humility, and values-centric content for **Gen Z**
audiences by **the day of the product launch event**.





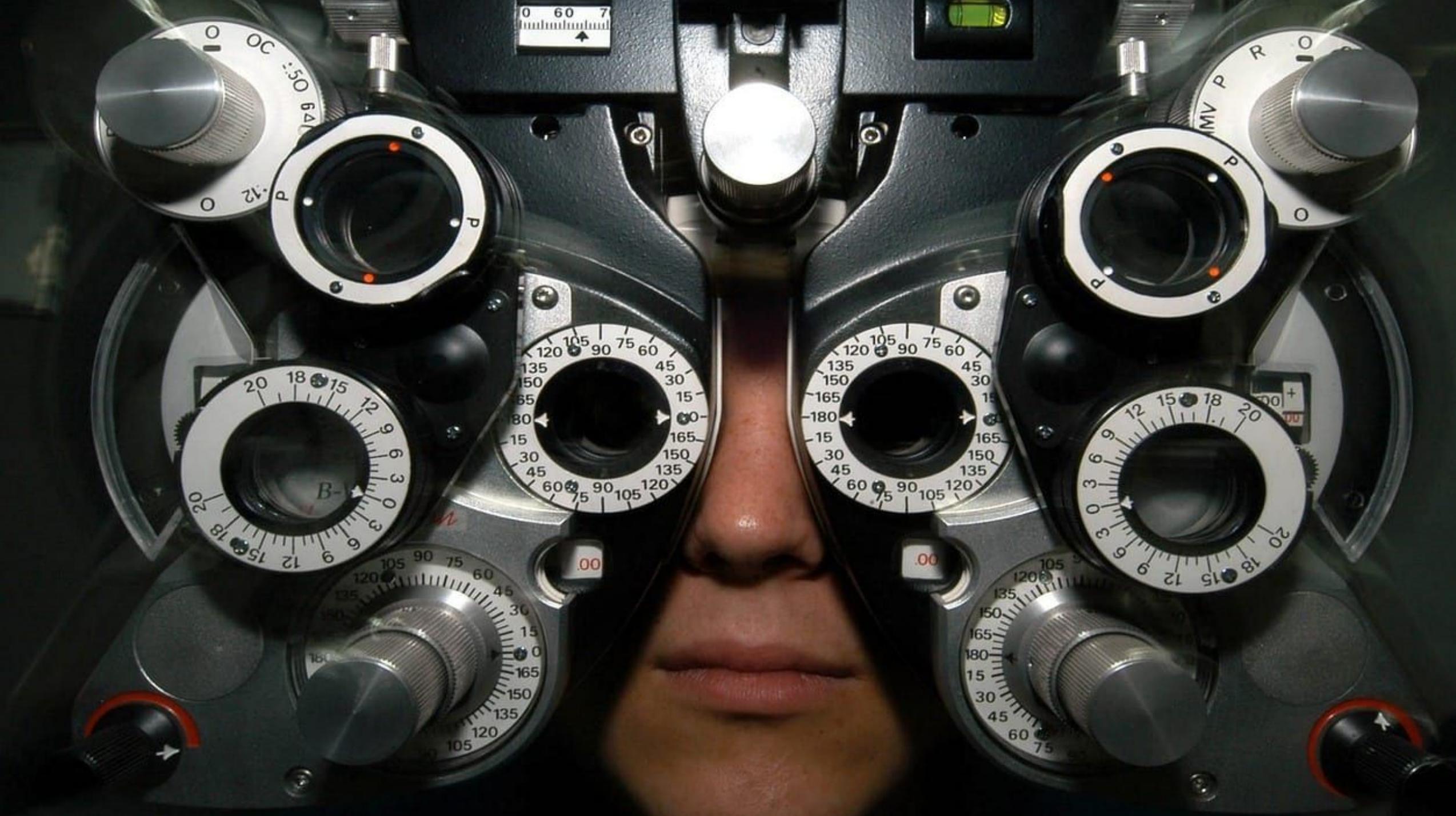
The Two-Option Rule

The Optometrist Approach

there's too many options

“

We're thinking we want something... you know... different? Or maybe similar? It should feel like the thing we talked about last week, but also not like that. Not sure about the messaging yet... maybe friendly, maybe bold, maybe both? The colors? Could be warmer, cooler, brighter, softer... Actually, let's see all of them. The tone should feel... Fun but serious? Sophisticated but playful? Something that resonates, I guess. We're not sure if we want it to pop, or be subtle, or somewhere in between. Maybe look at a few examples? Or don't? We're just trying to see what feels right. Honestly, we don't totally know what we want yet. Or maybe we do, but we can't explain it. Or maybe we'll know it when we see it.



Do we want to lead with:

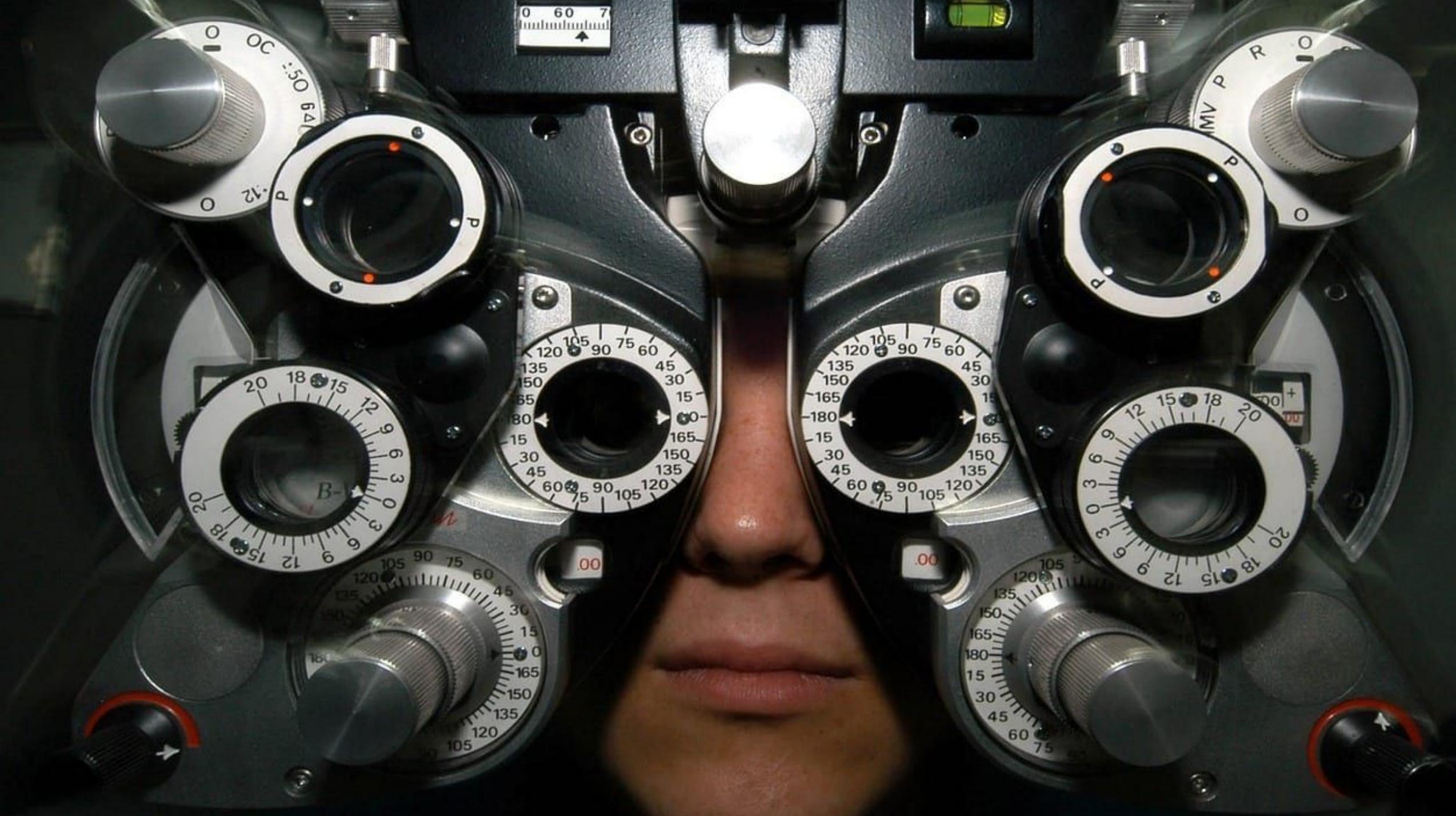


**emotion
aspirational
brand**

or



**logic
relatable
offer**





Three Main Priorities

The Monday Map

just a bit
busy over
here,
actually...



Hiiii, sorry about this, but... High priority. Time-sensitive. Red alert. All hands on deck. Drop everything. I know you're busy... Stop the presses. This needs immediate attention. Escalated. Can I snag you for fifteen minutes? Flagged. Critical path. Top of the list. Fast-tracked. Pulled forward. Elevated priority. Make room. Shouldn't take long at all. Clear your calendar. Can you reprioritize accordingly. Shift resources. Pretty please? Move this up. This takes precedence. Blocking issue. Fire drill. Urgent ask. ASAP. EOD if possible. Thank you in advance! Hard deadline. Non-negotiable. Executive visibility. Needs eyes now. Can we make room?

3 Priorities.

-

3 Outcomes.



from the
Pendant
need to
Travel, Use
Other
Other

-
-
-
-
-



Four Questions

The Feedback Framework

**perhaps all
feedback
is not, in fact,
good
feedback**



Make it pop. I'm not feeling this. Can we try something different? It should be more impactful, but also subtle. I like it, but not really. This works, though it doesn't quite capture the vibe. Maybe more modern? Or maybe classic? It's close, but also not there yet. Could we add more energy? But not too much energy. It feels a little flat. Actually, it's too busy. We want it to feel fresh, but also familiar. Not sure why, but something feels off. Can you make it pop, again? I love this! ...Actually, wait, maybe not. More boldness. But safer. Definitely bolder but safer. It doesn't quite sing. I can't put my finger on it, but it's not perfect. Let's revisit this. Or maybe move forward. TBD.

- ✓ **What's working?**
- ✓ **What's unclear?**
- ✓ **What's missing?**
- ✓ **What's unnecessary?**



The Pause Button

always saying 'yes, and...'

“

Yes. Sure. Of course. No problem. I'd be happy to. You can count on me. No biggie! I've got you. Yep. Add it to my list. I can take that off your plate. Absolutely. Happy to handle that. Consider it done. Don't worry about it. I'll make it happen. Totally fine. I've got this. Anything else you need? Sure thing. I'll jump on that right away. Always happy to help. No worries. I can fit that in. Definitely. Leave it with me. Teamwork! Yeah. Mhm. Yes, you bet. Yes. Sure. Of course. No problem. Anything else?



WHOSE LINE
IS IT
ANYWAY?

“What’s the goal, and how will we measure success?”



- **1 One-Liner Brief**
- 2 Two-Option Rule**
- 3 Three Main**
- 4 Priorities**
- 5 Four Questions**
- The Pause Button**



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