

# WHY YOUR WEBSITE ISN'T WORKING

And the simple shift that makes all the difference.

*“Only you and your mother care about your business.” – Brad Sugars*



## The Harsh Truth

Most websites fail because they make the company the **Hero** of the story.

- “We’ve been in business for 20 years...”
- “Our team is passionate about innovation...”
- “We’re the leaders in...”

Here’s the problem: your customers don’t care about your story. They care about their own.

## Why Positioning Yourself as the Hero Doesn’t Work

When your company takes center stage:

- Customers feel like they’re just an audience, not the main character.
- The message becomes self-centered and unclear.
- Visitors leave because they can’t see *what’s in it for them*.

## The Story That Works

### Customers are the Hero.

Your brand should be the **Guide**.

Think of it like this:

- Your customer is **Luke Skywalker**.
- You are **Yoda**—the wise guide who helps them win.

When you position yourself as the Guide:

- Customers feel understood.
- They see a clear path to success.
- They trust you to help them get there.

## How to Fix It

- ✓ Make your customer the main character.
- ✓ Show you understand their problems.
- ✓ Offer a clear plan for success.
- ✓ Call them to action.

## Quick Checklist: Is Your Website Talking About You or Them?

- Does your homepage headline talk about your customer's success?
- Are you clearly stating their problem before you introduce yourself?
- Is your role to *help them win* instead of brag about your wins?

If you answered *no* to any of these—your website is probably losing leads.

### The Fix is Simple

Want a website that actually works?

- ☞ Position yourself as the **Guide**, not the Hero.
- ☞ Show your customers how you help them win.
- ☞ Watch your website finally start turning visitors into paying clients.

## The Grunt Test (Donald Miller)

### Can a caveman understand your website in 5 seconds?

Most websites confuse visitors with clever slogans, too much text, or design that looks great but says nothing. Donald Miller calls this the *Grunt Test*. If someone can't answer these three questions within seconds, your website is losing leads:

#### ✓ The 3 Questions

1. **What do you offer?**
2. **How will it make my life better?**
3. **How do I get it?**

If your homepage doesn't clearly communicate the answers, your customer gets confused—and a confused mind always says *no*.

💡 **Quick Tip:** Show your homepage to a friend for 5 seconds, then close the screen. If they can't answer these questions, your site fails the test.



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