

---

*5 things*  
your website  
might be saying  
about you

*(without you knowing)*

# 1

*"I'm not sure what I do."*

## **WHAT IT LOOKS LIKE**

Unclear messaging, jargon-heavy copy, or trying to appeal to everyone. Your website should answer 'who this is for' and 'what you help with' in the first 10 seconds.

## **THE FIX**

Simplify your homepage headline. One clear sentence: who you serve + the transformation you offer. No clever taglines, no industry buzzwords—just clarity.

# 2

*"I'm playing it safe."*

## **WHAT IT LOOKS LIKE**

You're using careful, polished language that sounds like it could be anyone's. You're avoiding opinions, softening your edges, trying not to alienate anyone. But safe is forgettable.

## **THE FIX**

Write like you talk. If you wouldn't say it to a client over coffee, don't say it on your site. Your voice is your differentiator—use it.

# 3

*"I'm chasing clients,  
not attracting them."*

## **WHAT IT LOOKS LIKE**

Aggressive CTAs, desperate urgency ('limited spots!'), or salesy language that feels pushy. Your site should create certainty, not pressure.

## **THE FIX**

Replace urgency with invitation. Instead of 'Book now before it's too late,' try 'Ready to begin?' Trust that the right people will say yes when it feels right.

# 4

*"I'm carrying this alone."*

## **WHAT IT LOOKS LIKE**

You're handling it all—the words, the updates, the strategy, the tech. You find yourself stuck on what to say, second-guessing the copy, putting off updates because it feels overwhelming.

## **THE FIX**

Consider getting support from someone who understands what you're building and can help you check off these tasks so you can focus on work you set out to do.

# 5

*"I'm still figuring out my worth."*

## **WHAT IT LOOKS LIKE**

Apologetic copy, underpricing signals, or hiding behind humility instead of owning your expertise. If you don't believe in your value, your website won't either.

## **THE FIX**

Audit your language. Remove qualifiers like 'just,' 'trying to,' 'hoping to.' State what you do with confidence. You've earned it.

*Your work feels good.*  
Does your website?

If any of these resonated, let's talk.

I help inspiration-led entrepreneurs feel confident  
about their website.

---

Sumit Sharma

[bambootreebranding.com](http://bambootreebranding.com)