



After 25 years of producing and directing marketing films, I never thought I'd make a career change. How wrong I was.

When I first talked to Steve about moving into the copywriting field, he thought it was a natural move. Of course, I couldn't "see" what he "saw."

We talked a few times about my transition and I shared my frustration in how to make the transition seamless. I knew where I wanted to go, into copywriting, but I had a hard time connecting the dots from my days as a filmmaker to being a writer.

In short: how do I bridge my past to create a new future?

That's where Clarity Therapy came in.

Clarity Therapy is Steve's process to help you de-fog your professional identity, and distill the words that express your core message to others. There are six deliverables – "word packages" – that result from Clarity Therapy. It's like creating a verbal business card – the cool part is that once you have the right words, you can use them however and wherever you like to spread your message.

Steve dug into my past and asked insightful questions to find the common thread between what I used to do and what I'm doing now and help turn these findings into a clear (and brief) message.

The solution was simple and effective. Steve helped position me into a new career that builds upon my 25 years experience as a filmmaker—and not by starting over from scratch, but by crafting a coherent story.

The results are the best part of Clarity Therapy. Not only do I have a clear message to broadcast to prospects, but Steve has shared my message and copywriting services through his network and has helped take my business to new levels.

Once you become clear on your message, you'll wonder how you survived in the fog.



[Thomas Clifford](#)

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