

(C)lean Messaging

A FRAMEWORK TO
HELP STARTUP
FOUNDERS TALK TO
HUMANS



By Scott Brown

Scott Brown is an 8x startup founder and coveted messaging coach to founders around the world. He has now released his framework that allows anyone to sell their idea to investors, customers, and the media using (C)lean Messaging.



Start with something about your listener or audience.



Add the single most important thing about you.



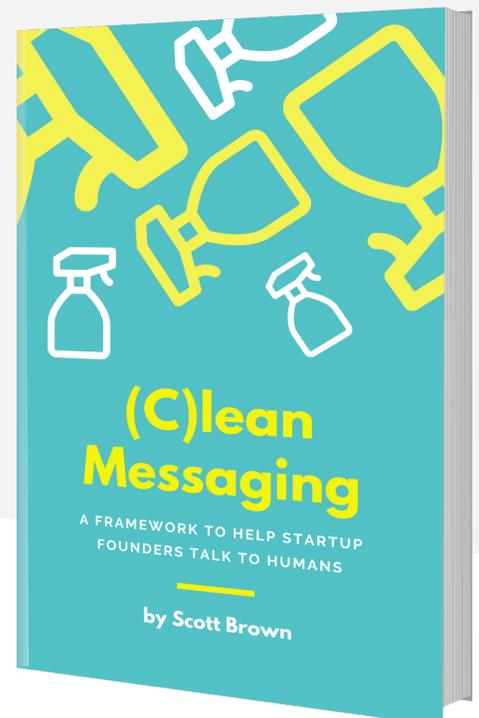
Combine into a simple & memorable (C)lean Message.

What if your startup message was as clean as your code?

The Lean Startup movement revolutionized how we build a modern startup. Still, startup founders, like you, continue to struggle with how to talk about their amazing idea in a way that will generate media, sales, investment, and social

buzz. The (C)lean Messaging framework helps startup founders perfect their sales, marketing & investment messaging with life changing results

Learn more at:
CleanMessaging.co



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Must read for product-centric founders.

A book for entrepreneurs AND marketing professionals.

Pithy, Powerful and Pragmatic!

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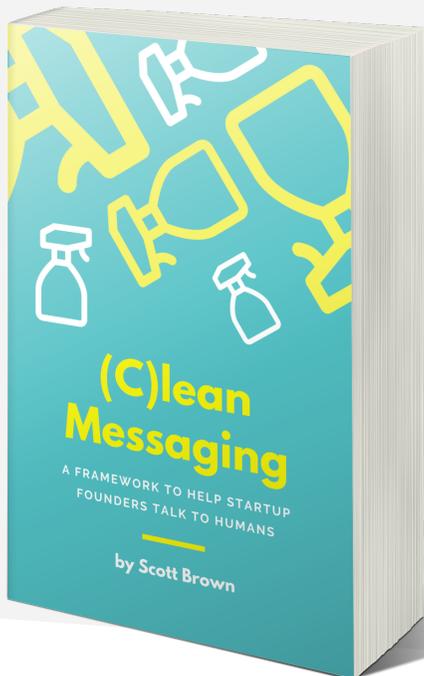
Helped me FINALLY nail my elevator pitch! A must have for founders!

"Scott's book is amazing. With his help and his book, I was FINALLY able to nail my elevator pitch.

As a founder who has thought about their idea for years, literally, I was forgetting how to speak to my customers. This book changed that!"

Scott Brown

Scott is a former actor turned entrepreneur, having started 8 companies over the last 25 years. Today, Scott is the Executive Director of UpRamp, leads ventures & startup engagement for the global connectivity industry, and has the dubious honor of spending \$2.5m on the 21st worst Super Bowl ad in history. An active advisor & investor, Scott shares his unique blend of startup grit, and (C)lean Messaging with startups around the world.



Building on modern entrepreneur toolsets

The (C)lean Messaging framework builds upon a founders Lean Canvas and Value Proposition Canvas, to help them talk to real people about their business. It is the missing tool for a founder to achieve scale and media attention.



Available for speaking engagements

Scott is an active and engaging speaker on startups, innovation, sales, pitching, and (C)lean Messaging. He has been seen around the world at TEDx & startup events, corporate and industry events. For speaker inquiries contact:

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<http://CleanMessaging.co>