

Nail your messaging: a 4-step playbook for commercial growth

For life science founders & marketers

SUMMARY & KEY TAKEAWAYS

The strategic problem

Your company spends years perfecting the science or technology, only to default to passive, **generic science-speak** ("world-class team," "innovative platform") that dilutes commercial traction.

The solution

True market authority requires **biotech messaging conviction**, a life sciences positioning framework built on four foundational ingredients:

Value proposition  Lead with the daily pain	Specific targeting  Speak directly to your ICP	Brand positioning  State your truth, with bravery	Mental availability  Repeat your core message
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Value proposition - Owning meaningful change

Far too many biotech companies mistake the "what" of their platform for the "**why**" of their commercial business.

Lead your narrative by **painting a vivid, immediately recognisable image** of the daily operational friction your client faces (not features!)

DON'T

Name generic bottlenecks
List product features
Simply describe your MOA
Use traditional buzzwords
Try to fit in the market



DO

Focus on **quantifiable** operational pain
Provide **solutions** with genuine outcomes
Articulate a transformed **future** state
Use **high-convincing** messaging
Focus on what makes you **unique**

Example

"Our platform provides highly optimised, end-to-end data management workflows for multiomics research."



"Our platform eliminates the exact bottleneck where R&D teams lose three weeks of progress because raw clinical data formats remain siloed."

Specific targeting - 'Segment of one' precision

Broad positioning, such as talking to an entire industry, can dilute your narrative until it resonates with no one.

Sustainable traction comes from deeply **understanding your Ideal Customer Profiler (ICP)** and speaking directly to the technical decision-maker who feels the pain today.

3-step checklist:

- 1. Identify the exact title:** Are you speaking to the CSO, the Head of Lab Operations, or the Lead Bioinformatician?
- 2. Isolate their core metric:** Are they evaluated on assay turnaround speed, sample yield, or regulatory filing timelines?
- 3. Mirror their lab scenario:** Write your copy so they feel as though you are looking directly over their shoulder in the lab.

Download the full "Finding your ICP guide"

Brand positioning - Authenticity & bravery *in situ*

True **thought leadership** requires intellectual bravery. State your truth cleanly, so your conviction builds deep trust with high-intent buyers.

Reframe common industry misconceptions without writing defensive justifications or apologising for your operational methodology.

Quick exercise

Audit your content to replace passive descriptions with active verbs that signal **outcome, authority, and movement**.

Move the reader from observing to feeling your impact.

Instead of

"Our platform is involved in workflow optimization."

"While some might argue that rapid high-throughput screening is faster, our multi-step validation process ensures fewer downstream failures..."



Try using

"Our platform eliminates 10 hours of manual pipetting."

"We build multi-step validation into our core protocol as downstream data integrity is non-negotiable for clinical-stage development."

Mental availability - Repetition & proactive CTAs

Repetition builds mental availability and ensures your platform is **‘top of mind’** when a critical operational bottleneck arises.

If your internal team isn't tired of your main narrative, the external market hasn't registered it yet. Pair consistency with direct, proactive, and unmistakable Calls to Action (CTAs)

Examples

Passive

"Feel free to review our recent whitepaper if your team has time."

"We hope our recent protocol overview was informative."



Proactive

"Download our 3-step protocol audit checklist to isolate where your workflow loses yield."

"Book a 15-minute diagnostic call to evaluate your sample preparation workflow."

THE MASTER MESSAGING AUDIT SCORECARD

Use this diagnostic score to evaluate your website, pitch decks, and content before hitting publish:

AUDIT DIMENSION	DANGEROUS DEFAULT	CONVICTION STANDARD	SCORE (1-5)
The problem	Leads with claims about a "world-class team"	Leads with a recognisable bottleneck	
The target	Addresses "the entire life sciences market"	Tailored to a defined technical decision-maker	
The tone	Uses buzzwords or defensive disclaimers	States core methodology cleanly	
The close	Ends with soft, open-ended invitations	Directs the reader to a proactive, clear next step	

Do you need help with your
Marketing Messaging or
Thought Leadership strategy?

Visit
www.acbiomarketing.com

Get in touch
hello@acbiomarketing.com