

PLAYBOOK · 07 STEPS

Every B2B homepage got hired by the same agency. *Fire them on page one.*

A copywriting playbook for B2B SaaS CMOs stuck in a category where every competitor's homepage was written by the same three agencies using the same brand voice deck, *and who'd rather sound like their buyer's own team than like the category.*

AUDIENCE · B2B SaaS CMO selling into IT

FORMAT · Copywriting playbook

USE WHEN · Homepage copy sounds like every other IT vendor's

TIME TO RUN · ~15 min per audit

Your buyer doesn't reject bad copy. They reject copy that smells like an agency.

Every SaaS homepage in your category converged on the same voice because they hired from the same small pool of agencies, trained on the same brand guideline templates, quoting the same analyst reports. That's not a coincidence, it's a supply chain. **"AI powered" and "transform"** aren't weak words, they're the fingerprint of that supply chain, and your buyer's eye is trained to skip anything wearing it. This playbook throws out the agency brand voice pipeline entirely and replaces it with the language your buyer already uses in their own Slack channel, board updates, and support tickets, the vocabulary no agency retainer has ever had access to.

Fire the *agency in your own head.*

Before you write anything else, cut every word that proves you learned copy from the same source as your competitor.

STEP • 01

Pull your last five pieces of homepage and ad copy, *and* flag every word that could have come out of a brand guidelines deck you've never seen.

Highlight every term that traces back to the agency brand voice pipeline rather than your product. Flag "AI powered," "transform," "best in class," and "seamless" for deletion, not softening, they're not weak copy, they're someone else's voice guide leaking into yours.

COMMON PITFALL

Teams swap one agency word for a synonym instead of exiting the pipeline entirely. "Seamless" becomes "effortless." The buyer's delete reflex doesn't care whose retainer wrote the synonym.

WHEN DONE RIGHT

Teams that strip flagged words outright, not soften them, see the fastest drop in landing page bounce, because the fix removes **the fingerprint, not just the word.**

Steal from the buyer, *not the analyst.*

Analyst reports gave your whole category the same glossary. Your buyer never reads it.

STEP · 02

Pull the exact phrases your buyer uses in support tickets, Slack communities, and G2 reviews, *not the category noun an analyst assigned you.*

Pull the exact phrases your buyer uses in support tickets, Slack communities, G2 reviews, and vendor evaluation calls. Ignore firmographic personas entirely, they describe title and industry, which is exactly the abstraction level the agency pipeline already operates at. You need the words underneath that.

COMMON PITFALL

Marketing reaches for the analyst report's term for the category instead of the buyer's own shorthand for the problem, and lands right back in the shared glossary.

WHEN DONE RIGHT

Copy built from phrases sourced from the buyer gets echoed back by prospects on calls and **reused internally at a far higher rate** than copy built from persona docs, because it was never the agency's language to begin with.

Write it like Slack. *Not a conference banner.*

If brand review would applaud the headline, the agency pipeline already won.

STEP · 03

Draft the headline using the buyer's own compressed shorthand for the problem, *the kind of phrase they'd type to a peer, not present to a CIO.*

Draft the headline in the buyer's own compressed shorthand for the problem, not the kind of line a brand deck would greenlight. If it sounds ready for the stage, it's already been through the pipeline. Rewrite it.

COMMON PITFALL

The headline gets polished by brand review until it sounds professional again, which is the review process reinserting the exact voice you're trying to escape.

WHEN DONE RIGHT

Headlines that pass the **"would a buyer text this to a coworker" test** consistently earn more clicks than benefit statement headlines, because they read like a warning from inside the team, not a pitch from outside it.

Test for the *agency tell*.

Three seconds. One word. If it names the pipeline, the copy fails regardless of accuracy.

STEP · 04

Have someone who fits the target persona read the copy for three seconds, *then say the first word that stands out.*

Have someone who fits the target persona read the copy for 3 seconds and say the first word that stands out. If that word is "vendor," "pitch," or "ad," they just identified the agency pipeline on sight, and no amount of factual accuracy fixes that.

COMMON PITFALL

Teams test for clarity and accuracy but never test for whether the copy still smells like the same three agencies wrote it.

WHEN DONE RIGHT

Copy that survives a three second delete reflex test converts at a **meaningfully higher rate** than copy tested only for message clarity, because clarity was never what triggered the delete.

Block the pipeline *at the CMS level.*

A style guide gets overridden by deadline pressure. A hard block doesn't negotiate.

STEP · 05

Turn your flagged word list from Step 1 into a hard block in your CMS or copy review workflow, *not a Google Doc nobody reopens once the campaign ships.*

Turn your flagged word list from Step 1 into a hard block in your CMS or copy review workflow. A style guide is a suggestion the agency pipeline outlasts. A hard block isn't.

COMMON PITFALL

The banned word list lives in a Google Doc nobody opens after the first quarter, and the pipeline quietly sneaks back in through the next freelancer brief.

WHEN DONE RIGHT

Teams with an enforced word block hold vocabulary discipline across **every campaign that ships after it**, not just the one campaign someone remembered to check.

Fight on maturity, *not the features aisle.*

Feature claims are the one arena every vendor already agreed to compete in.

STEP • 06

Identify the specific maturity stage terms your buyer uses internally, like "zero trust maturity" or "audit ready," and plant your flag there instead.

Identify the specific maturity stage terms your buyer uses internally, phrases like "zero trust maturity" or "audit ready," and anchor your message to where they already see themselves on that spectrum. Feature claims are safe precisely because every competitor already showed up to that fight.

COMMON PITFALL

Marketing retreats to feature comparison because naming a maturity stage feels like taking a side, and taking a side is exactly what the agency pipeline was built to avoid.

WHEN DONE RIGHT

Messaging anchored to the buyer's own maturity language earns **higher reply rates on outbound to IT leaders** than messaging led by features, because it names where they already stand instead of where you'd like to sell them.

Study the buyer. *Not the competitor's homepage.*

A competitor audit just teaches you to sound like the category faster.

STEP · 07

Every quarter, pull fresh language again from support tickets, reviews, and sales calls, *instead of rereading the same competitor homepages you're trying not to sound like.*

Every quarter, pull fresh language again from support tickets, reviews, and sales calls instead of rereading competitor homepages. Every homepage you audit was written by the same pipeline you're trying to leave, studying it just teaches you its accent.

COMMON PITFALL

Teams run a "competitive messaging audit" and end up converging on the exact words they were trying to escape, because the audit's source material was always the pipeline in disguise.

WHEN DONE RIGHT

Teams that audit against buyer language instead of competitor copy hold **differentiated messaging for far longer** before drift sets back in.

Not louder copy. *A different source.*

The category didn't get crowded because 800 vendors had one idea. It got crowded because they all hired the same voice.

Sustaining the result.

Sustaining differentiation means refusing to update your copy by reading competitors and instead updating it by reading your own support tickets. The moment you go back to an analyst report or a competitor homepage for language, **you've rehired the pipeline without noticing.**

Pull your last homepage draft and run it through Step 1 today. If you can't finish the highlight exercise in 15 minutes, your copy still has an agency fingerprint on it, worth removing before the next campaign ships.

NOW LIVE

See the words your buyer already uses, *before your competitor's agency does.*

Inside the Buyer Intel Accelerator, pull a live decision profile for any enterprise buyer persona, including the exact vocabulary, pain language, and objection phrasing sourced from the buyer's own world, not an agency brief or an analyst report. **The input this playbook assumes you already have.**

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80 free credits, no card required. BIA writes ad copy, lead magnets, and more in your buyer's language, for you.