



CREATING A ONE LINER

A One Liner is a concise statement that you can use to clearly explain what you offer. It differs from a tagline or mission statement in that the One Liner clearly outlines the problem you help your customers solve in a simple, relevant, and repeatable way. It's the most compelling way to answer the question, "What do you do?" Creating a One Liner and repeating it over and over is a great way to spread word about what you do and get people to ask for your business.

The One Liner is a distilled version of your BrandScript and is composed of 3 parts. Let's take a look at what you need to do to create a home-run one liner.

1. Start off by stating the problem or pain point that most of your clients face.

Example: Most business leaders struggle to talk about what they do.

2. Talk about your solution to the problem you just stated.

Example: We've created a communication framework that helps people clarify their message.

3. Finally, ramp up the success. Clearly explain how your customer will feel after you solve their problem.

Example: When you clarify your message, word starts to spread about your company, customers engage more, and your business grows.

Now, let's put it all together:

Example: Most business leaders struggle to talk about what they do, so we've created a communication framework that helps people clarify their message. When you clarify your message, word starts to spread about your company, customers engage more, and your business grows.

Once your One-Liner is refined, memorize it. Have your entire team memorize it. Do whatever you need to do in order to commit it to memory. **When everyone on your team can repeat the same one liners, your entire staff turns into a salesforce.**

Other Ways to Use Your One-Liner

- Put it on your business card
- Make it your email signature
- Print it on your wall in your retail space
- Make it the first sentence in the paragraph on your website
- Use it for your profile descriptions on social media