

My one-liner

Create a statement which sparks interest and intrigue and makes people want to find out more

Now you have identified your audience, what they want, their problems and how you can solve them, you can create a one-line statement which sums up what you do and encourages potential customers to discover more. Use this in every meeting, on your website, social media - on all your touchpoints. Create your one-line statement and make sure you include who you help, the problem or need they have, how you can help them and what the outcome looks like.

For example: "I teach first aid to mums." could be;

"I provide **mums** who **want to keep their babies and children safe** with **friendly first aid training sessions** which **give them the knowledge and confidence to act.**"

Ideas

Final one-liner