

THE LITTLEFISH PODCAST

EPISODE 01:

# CREATING A ONE LINER



with Dr. J.J. Peterson from StoryBrand



School OF Marketing

# CREATING A ONE LINER

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

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

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

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

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### 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.*

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### 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.*

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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

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