

How to create a one-liner for your business



What is a one-liner?

A one-liner is a single sentence that clearly explains what your business offers and why people should buy from you.

It helps you to organise the structure of your website and should underpin all your communications with your customers.

Why do you need one?

It's important to get really clear about what it is you offer and how it benefits your customers.

The problem most business owners face is being too close to their own business and industry to be able to simplify and clarify their message. But when you get crystal clear (as opposed to thinking you're getting crystal clear) then things really begin to change in your business and it can be very exciting!

3 elements of a one-liner

According to branding expert Donald Miller of Storybrand, a one-liner comes in 3 parts:

- **Part 1:** the problem your customers have
- **Part 2:** your plan to help them
- **Part 3:** how your product or service makes their lives better

How we do it at Wildheart

For example, here at Wildheart our one-liner is:

"Are you struggling to get new customers through your website?
We've designed packages that will transform your marketing
So you can grow your business with confidence"

- **Part 1:** the problem: people are struggling to get new customers through their website
- **Part 2:** how we help: we've designed packages that help transform their marketing
- **Part 3:** how it makes their lives better: they can grow their business with confidence

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What's next?

Now that you've made your one-liner it's time to share it with the world!

We suggest doing the following:

- Put it on the homepage of your website
- Include it in your email signature
- Add it to your social media accounts

And most importantly - say it to people you meet when they ask you what you do. You'll get great feedback when you say your one-liner to people, because you'll see from their body language and facial expressions if they get what you're talking about. The best result is when someone's eyes light up and they say, "That sounds great! Tell me more!"

Now you can clearly communicate what your business offers and why people should buy from you in one simple sentence.