

# Building your ONELINER:

## Step 1: The Problem

What's the pain point you help your customer resolve?

Identify your customer and the major problem that they have and that you can help eliminate. You can get specific, but keep it concise.

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## Step 2: The Solution

What's your unique solution to that pain point?

Show how you take that pain away. What's your solution? The key here is to show how your solution is different than other stuff they've tried before.

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## Step 3: The Reward

How does your customer's life look after their pain is resolved?

Finally, your one-liner needs to describe someone's life changes as a result. This is where you get to describe the transformation of what's possible when that pain goes away.

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## Examples:

*“Most business leaders have trouble explaining what they offer. They’re too close to it and they fumble their words. So we have a seven-part framework that helps business leaders clarify their message. When they do, customers engage. It’s the fastest way to grow your business.” - Storybrand*

*“Most companies have trouble finding a reliable source for branded merchandise that isn’t cheap-looking tchotchkes. At Coastal Connections Marketing, we use our expertise to seek our branded items that are high-quality, forward-thinking, and get the job done. Our clients look professional, grow their reach, and don’t have to lift a finger.” - Coastal Connections Marketing*

## Your Oneliner:

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