



brand strategy

CRAFTING YOUR
ONE-LINER

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WHERE SMALL BIZ STRATEGY MEETS BIG VISION CREATIVITY

CREATING A ONE-LINER (YOUR ELEVATOR PITCH)

Things to remember about The One-Liner:

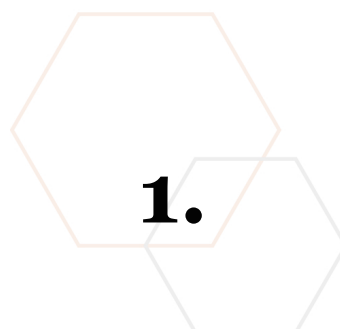
1. It is comprised of 3 parts
2. It answers the question “what do you do?”
3. It can be expanded into a full elevator pitch

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
- Have it be the first sentence in the paragraph on your website
- Use it for your profile descriptions on social media

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.

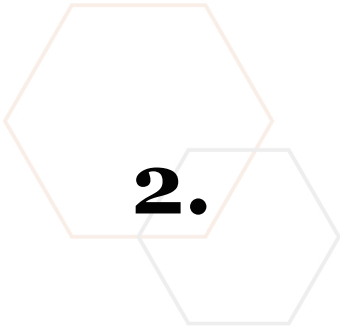


2. Talk about your solution to the problem you just stated.

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.

Example of MK consulting: I offer consulting services that help women become more confident and achieve their business goals.

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

3.