


MY.WORDITUDE.CO.UK




THE
**WONDERFUL
ONE SENTENCE**
WORKBOOK


MAKE YOUR VALUE CRYSTAL CLEAR



YOUR WONDERFUL ONE SENTENCE



Three steps to create a single sentence that clearly communicates your value. Never be stuck for words again when you hear the dreaded question:



"So what is it that you do?"



Fill each column with as many different ways of saying the same thing as you can.

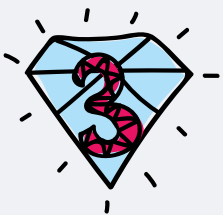
How many different terms can you use for your ideal customer, what you do and the benefit that brings?



There are two formats to get your sentence started.


Plug the words from the columns into the sentence templates.

Keep going until you find a combination of words that sounds good to you.



Now it's time to add style and personality.

Play around with the order and tweak the wording, until you have an interesting, engaging sentence that clearly communicates the value you offer.





YOUR WONDERFUL ONE SENTENCE: PART ONE

WHO YOU SERVE

solopreneurs

women

humans

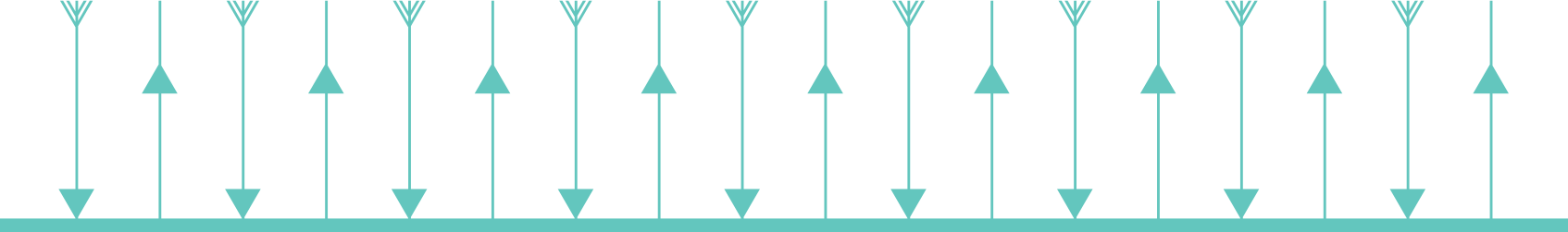
dogs

63

HOW YOU SERVE THEM

THE BENEFIT THEY GET





YOUR WONDERFUL ONE SENTENCE PART TWO

(I/Company Name) help (customer) by (what you do) so that (ultimate benefit)
OR

(I/Company Name) help (customers) get (ultimate benefit) by (what you do)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

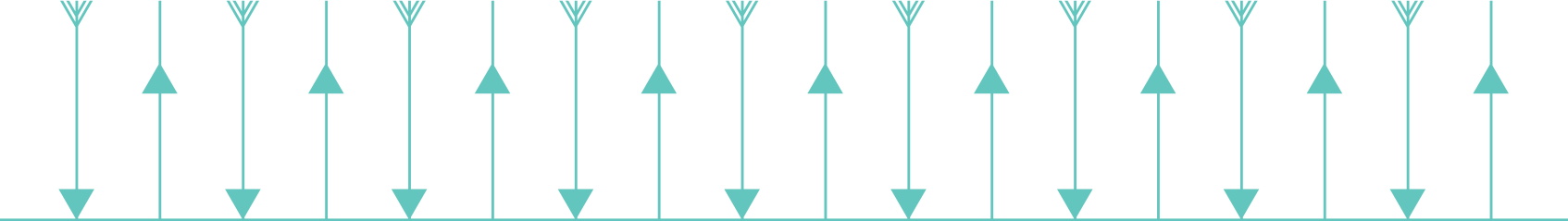
.....

.....

.....

.....





YOUR WONDERFUL ONE SENTENCE PART THREE

Words I want to use

Now tweak, edit, reorder and rearrange

.....

.....

.....

.....

.....

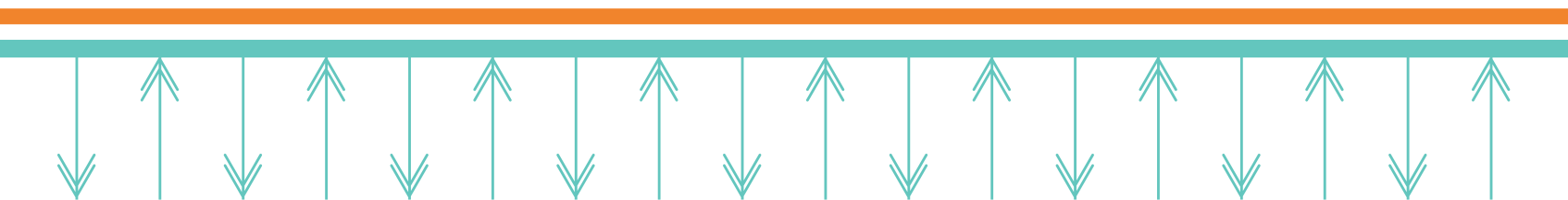
.....

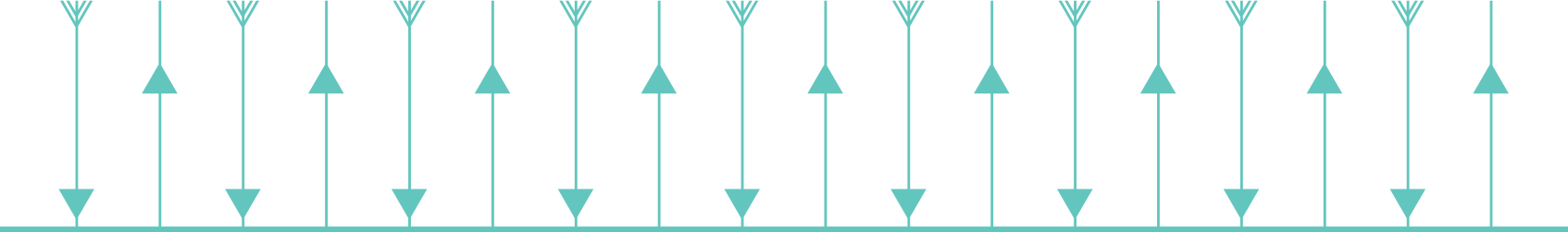
.....

.....

.....

.....





AND THAT'S A WRAP



Your Wonderful One Sentence Bio

WANT SOME HELP OR FEEDBACK?

Join The Worditude Workshop Facebook Group
<https://www.facebook.com/groups/550044998487043>

or email me at laura@worditude.co.uk

