ATOMIVOX

FREE WORKSHEET

SAY WHAT YOU DO IN ONE BREATH

The one-liner.

One sentence your whole team can repeat. The best answer to "so, what do you do?"

ANATOMY OF A GOOD ONE / OURS

Most B2B firms are better than they sound. We pull the story out of your head and onto every page, so your audience comes to you.

1. THE PROBLEM 2. THE PLAN 3. SUCCESS

Now write yours.

01

Identify the problem

- ✓ Must be specific
- ✓ Must be a pain point
- ✓ Must be a sound bite

02

Explain your plan to help

- ✓ Must feel like a new idea
- ✓ Must be understandable
- ✓ Must be brief

03

Define success

- ✓ Must be a “controlling idea” of your company
- ✓ Must be something they want
- ✓ Must be brief

PUT IT TOGETHER

_____ PROBLEM. _____ PLAN. _____ SUCCESS.