



INSTRUCTIONS

CRAFT YOUR BRAND STORY **LESSON 2**

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LESSON 2 YOUR ONE MESSAGE

Action Step #4

In this lesson you'll learn all about your One Message and how you can use it to immediately attract your perfect customer and repel the wrong ones.

One Message: A repeatable phrase that everyone will use (and even memorize) to describe your business to quickly attract your dream customers in a sentence or two.

Ready to get started creating your One Message? Watch Lesson 2, then complete your homework by **writing down your three answers to Problem, Solution and Payoff.**

Action Step #5

This action step is very simple: **combine your 3 answers into a 1-2 sentence statement that will become your One Message.**

Action Step #6

Congratulations! You now have your One Message written. It's time to complete this lesson's final action step by **sharing your One Message with all team members and customers as a way to describe what your company does in a simple, yet powerful way.**

This will unify your team, attract referrals and inspire action because there will no longer be confusion in the story you share.

LESSON 2

YOUR ONE MESSAGE

ACTION STEPS

Step 4

Write down your 3 answers to Problem, Solution and Payoff.

Step 5

Combine your 3 answers into a 1-2 sentence statement that will become your One Message.

Step 6

Share your One Message with all team members and customers as a way to describe what your company does in a simple, yet powerful way.