One-sentence message worksheet

From video 028 · Amina in Dar es Salaam and Ravi in Pune are illustrative examples

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If they cannot repeat it, they cannot buy it. Write one sentence, make it different, and prove it. Keep the sentence, the unique claim and the proof in Systex. These are examples, not promises.

1 1. Write your one-sentence message

Borrow their words	Ask: "What was going wrong before you hired me?" and "How would you describe what I do to a friend?"
One customer, one result	Speak to one person. You can still serve others.
The formula	I help who get result in what time without the thing they hate.
Keep it simple	Under 20 words. Five strangers should be able to repeat it.
Use it everywhere	Bio, posts, status, card, and the first thing you say. Then stop talking.

Amina's result (illustrative)

Fee	Visits	Enquiries	Clients / fe
$60 / month	**600 / month**	**9 → 24**	**3 → 8** •

Old message: "comprehensive accounting, tax and advisory services." New sentence: "I keep small shops' books up to date every week, so you never panic at tax time." Same 600 visits. Five extra clients × $60 = $300 a month.

2 2. Ravi's unique claim (illustrative)

Cross out the common claims	Fast, reliable, affordable, experienced — more than two competitors said each of these
What only he can say	The only AC service in Kothrud that sends before-and-after photos of every repair
Named method	Three-Photo Service Check. The owner comes to every job himself.
Proof + promise	A before-and-after photo from a completed job. If it stops cooling within 30 days, he comes back free.

The split test and the math

Flyers	Calls / 1,000	Calls / month	Jobs / sale
2,000 / month	**10 → 23**	**20 → 46**	**14 → 31** $196 → $4

Count calls per thousand flyers, not your feelings. Give each version at least two weeks. Keep every flyer, profile and reply saying the same thing. Track the counts in Systex, our own product, at loftybiz.net.

3 Do this this week

1. Ask five customers why they bought and how they would describe you.
2. Write your sentence with the formula. Test it on five strangers until they can repeat it.
3. Cross out what your competitors all say. Find one true claim that is only yours.
4. Add proof and put the sentence on your profile and your flyer.
5. Put it all into Systex (loftybiz.net) and keep a simple count of enquiries there, so in two weeks you will know if it worked.

Notes

Amina (Dar es Salaam), Ravi (Pune) and these figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice. No phone numbers or contacts. Systex is our own product: loftybiz.net