

A TEMPLATE TO HELP YOU ANSWER: "WHAT DO YOU DO?"

This is the powerful sentence that tells everybody what you do and the problem you solve; it works as your elevator speech, in website messaging, your social media, and more. (StoryBrand calls this the "One-Liner.")

1) Start off by stating the problem or pain point that most of your customers face:

2) Talk about your solution to the problem you just stated:

3) Describe the success your customer will experience by engaging with you:

4) Now put it all together. Make it simple, but don't be afraid to get a bit creative:

Additional information, direction and examples are detailed on pages 175–183 in *Building a StoryBrand* by Donald Miller and on pages 41–50 in *Marketing Made Simple, A Step By Step StoryBrand Guide For Any Business* by Donald Miller and Dr. J.J. Peterson.



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LET'S

CHAT

**I'LL GUIDE YOU TO
HELP YOUR BRAND STAND OUT**

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