

OVERVIEW

Positioning One-Liner

Say what you do in one sentence a tired stranger understands.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Write, stress-test and cut your positioning line until a stranger could repeat it after hearing it once.

W Why this matters

Confused people don't refer and don't buy. The one-liner is the seed of your bio, your homepage hero, your introduction at every event — worth twenty drafts.

1 The plain version**Work here**

Fill the frame: 'I coach [who] through [problem] toward [outcome].' Write it without styling.

2 Cut the jargon**Work here**

Underline every word a tired stranger would not use. Replace or delete.

3 The repeat test**Work here**

Say it aloud to someone for 10 seconds, then ask them to say it back. Write down what they remembered.

4 Three variations

Work here

Write two alternative framings; keep the version that survives the repeat test.

5 Place it

Work here

Decide where this line will live first: bio, homepage, discovery call opener, email signature.

- ☐ Website hero
- ☐ Social bios
- ☐ Discovery call opener
- ☐ Email signature
- ☐ Referral partner one-pager

R Read it back

READ-BACK

Your line should never need a follow-up 'you know, like...'. If it does, simplify one more level.

YOUR NEXT MOVE

Freeze v1 of the line for 90 days. Feed it to Tool 14 (Coach Bio Evidence) so your bio and your line tell one story.