

PLANNING · BEFORE YOU SAY IT OUT LOUD

ONE SENTENCE → A STATEMENT YOU'LL USE

Turn "I help people with X" into one specific, sayable positioning sentence.
One pass. About ten minutes.

RUN IT WHEN

Before your first outreach, first post, or first sales page — anywhere you describe what you do in one breath.

BRING

A rough sense of your skill, your audience, and the outcome you help them reach — fuzzy is fine.

LEAVE WITH

One positioning sentence, plus a bio-length and a five-word version.

COPY THIS PROMPT

Help me write one sentence I'll actually use, not marketing copy.

WHAT I DO: [rough description, doesn't need to be polished]

WHO I DO IT FOR: [best guess at who]

WHAT CHANGES FOR THEM: [the real outcome, not a feature]

HOW I SAY THINGS NORMALLY: [paste one real message/email you wrote — so this sounds like me]

Give me three versions:

1. One sentence, sayable out loud in a real conversation
2. A slightly longer version for a bio/profile
3. The shortest possible version — five words or fewer

Flag anything that sounds like generic business-speak instead of something I'd actually say.

RUN IT IN FOUR MOVES

1. Answer the four fields honestly, rough is fine.
2. Paste one real message so it sounds like you.
3. Run the prompt.
4. Read all three versions out loud.

60-SECOND REVIEW

- You could say version 1 to a stranger.
- None sound like another business's tagline.
- "What changes for them" is a real outcome.
- You cut anything you wouldn't actually say.

Finished this decision? Get the next one. Every Tuesday: one practical business-building workflow, a new Field Card, and one clear next step. No generic AI news.

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