

CHECKLIST

**CRAFT YOUR  
ONE-SENTENCE  
HOOK**



## Checklist

# CRAFT YOUR ONE-SENTENCE HOOK

---

This checklist guides you through creating a powerful one-sentence brand statement that captures your unique value and resonates with your target audience. A magnetic message is essential for standing out in a crowded content landscape and clearly communicating your core promise to followers.

## Checklist

### 1. Identify Your Unique Core

- ☐ **Answer what friends always ask for your help with**  
This reveals your natural strengths and areas where others already recognize your expertise, providing insight into what you're genuinely good at.

☐ **List problems you've personally overcome**

Your lived experiences give you unique perspectives and solutions that others may be struggling with, making your message more authentic and credible.

☐ **Note topics you can discuss for hours without getting tired**

Topics that energize rather than drain you indicate passion areas where you'll be able to create consistent content without burnout.

☐ **Document principles you refuse to compromise on**

Your values differentiate you from others in your space and attract an audience that shares similar beliefs, creating stronger connections.

☐ **Identify quirks or traits people remember about you**

Your personality elements make your brand memorable and help your message stand out in a sea of similar content.

## **2. Construct Your Magnetic Message Formula**

☐ **Define your specific audience (X)**

Be precise about exactly who you serve to make your message instantly relevant to your ideal followers and clearly signal to others that your content isn't for them.

☐ **Articulate the tangible result you deliver (Y)**

Clearly state the concrete, measurable outcome people can expect when they engage with your content, making your value proposition explicit.

- ☐ **Describe the emotional transformation or bigger impact (Z)**

Connect your practical results to deeper emotional benefits or life changes, tapping into what truly motivates people to take action.

- ☐ **Combine elements into "I help X achieve Y so they can Z"**

This structure creates a complete statement that addresses both practical and emotional benefits while focusing on audience outcomes rather than your process.

### **3. Refine for Clarity and Impact**

- ☐ **Test if someone can repeat your message after hearing it once**

If people struggle to remember your message, it's likely too complicated or unclear and needs further simplification.

- ☐ **Remove industry jargon and technical terms**

Replace specialized vocabulary with plain language that anyone can understand, making your message accessible to a broader audience.

- ☐ **Ensure it includes both practical gains and emotional payoff**

Verify that your statement addresses both what people will concretely get and how it will make them feel, covering rational and emotional decision factors.

- ☐ **Check that someone outside your industry can understand it**

If an outsider grasps your message immediately, you've achieved the clarity needed to attract new audience members unfamiliar with your field.

#### **4. Add Personality Elements**

- ☐ **Identify your unique communication style (practical, irreverent, nurturing, etc.)**

Recognizing your natural communication approach helps maintain authenticity when adding personality to your message.

- ☐ **Consider adding a signature metaphor**

A vivid comparison can make your message more memorable and help explain complex concepts in relatable terms.

- ☐ **Craft a mini-origin story (if relevant)**

A brief personal narrative can add context and credibility to your message, making it more compelling and human.

- ☐ **Create a bold contrast statement**

Positioning your approach against conventional wisdom can help clarify what makes your message different and capture attention.

## **5. Activate and Test Your Message**

- ☐ **Update all your platform bios with your message**  
Consistent messaging across channels reinforces your brand and ensures new followers immediately understand your value proposition.
- ☐ **Run A/B tests with slightly different versions**  
Testing variations helps identify which specific wording resonates most strongly with your audience.
- ☐ **Track which phrasing generates more engagement**  
Measure which version of your message drives more meaningful actions (comments, shares, sign-ups) to optimize impact.
- ☐ **Schedule regular reviews to refine your message**  
Plan to revisit your message quarterly as your understanding of your audience deepens and your offerings evolve.