



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GROWTH BY DESIGN

# One-Sentence Message Worksheet + 5-Second Test Script

Fill in the one-sentence message formula, run the vague-to-clear rewrite grid, then test it on real strangers.

Part of the free Growth by Design course · by Evolv Strategies · [evolv.io](https://evolv.io)

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# One-Sentence Message Worksheet + 5-Second Test

Growth by Design — Kit piece 2 of 5. Front page: build the sentence. Back page: test it on humans and AI.

## The formula

We help **[specific who]** **[get specific outcome]** without **[the pain or the usual way]**.

| Part               | Its job                                                                 | Yours |
|--------------------|-------------------------------------------------------------------------|-------|
| [specific who]     | Named so the right buyer thinks "that's me." "Businesses" is not a who. | _____ |
| [specific outcome] | The result they get — not the service you perform.                      | _____ |
| without [the pain] | The thing they dread about the usual way.                               | _____ |

**My one sentence:** \_\_\_\_\_

## Vague → clear rewrite grid

Cross out the claim everyone makes. Write the specific, provable version.

| "Differentiator" everyone claims | A real one that converts (yours) |
|----------------------------------|----------------------------------|
| Quality and service              | _____                            |
| Family owned / experienced team  | _____                            |
| Your generic tagline: _____      | _____                            |

## Back page — the 5-second test

Text your homepage link to three people who don't know your business. "Five seconds, then tell me." Then hide it and ask:

1. What does this business do?
2. Who is it for?
3. What would you do next if you were interested?

If they can't answer all three, the fix is fewer, clearer words up top — not more.

**Script:** *"Quick favor — look at this page for 5 seconds, then tell me what we do, who it's for, and what you'd do next. Don't overthink it. First impression only."*

## The AEO quick-checklist (be clear to the machines too)

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Buyers increasingly ask ChatGPT or Perplexity before they ever click. Tick these:

- ☐ A 40–60 word plain-English "what we do" near the top of key pages
- ☐ A real FAQ answering the questions buyers actually ask, answer-first
- ☐ Specific facts — numbers, locations, service areas, outcomes
- ☐ A quarterly refresh booked so pages don't go stale and fall out of AI answers

**Run the AI test:** ask ChatGPT — *"Based on [my business] and [my URL]: what do they do, who for, what makes them different, and what's confusing?"* Where it gets lost is where real buyers get lost.

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EVOLVV STRATEGIES

THE NEXT STEP

# You've got the playbook. Want it running by next month?

Five fixes, one system. If you'd rather have them installed than just diagnosed, that's the conversation.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

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Pete Stevenson · Founder, Evolv Strategies · [evolv.io](https://evolv.io)