

Week 4: Put your value into one line, and keep it true

Everything for the week on one page: your moves, worksheet, scripts, and score.

This week's moves

Move 1

15 min · ☐ Written

Write your line, today. One sentence, under fifteen words, no buzzwords. Use script 1. Draft three versions, then keep the one that's most true, not the most impressive.

Move 2

15 min · ☐ Scheduled

Put it where it works, and protect it. Use the line in one real place this week: your profile headline, email signature, bio, or intro (scripts 2 and 3). Then put a recurring quarterly "clarity check" on your real calendar so the line never goes stale.

Move 3

15 min · ☐ Scored

Final re-score. Take the same four-statement score you did at the start, and set the two side by side so you can see what moved.

The one-line worksheet

One sentence, under fifteen words, no buzzwords. Keep the truest, not the most impressive.

DRAFT	THE LINE
Draft 1	
Draft 2	
Draft 3	
The keeper	

The quarterly clarity check

On your real calendar

A recurring quarterly slot so the line never goes stale. My slot: scheduled. Date of the first one: _____

Script cards (cut along the dashed lines)

1. The one line

Option A: "I help [who] [outcome]." Option B: "I'm the [role] who [the distinct thing]." Under fifteen words. If it sounds like a job posting, cut it down.

2. The headline version

Strip the line to a profile headline: "[Role] | [the distinct value] | [where you're headed]."

3. The spoken version

When someone asks what you do: say the line like a person, not a title. "I help [who] [do what]" beats "I'm a Senior [X]."

4. The quarterly clarity check

Four questions, twenty minutes, once a quarter: Are these still my real strengths? Is this still my direction? Does the story still connect? Is the line still true? Update whatever changed.

Self-score: Final

Score each statement from 1 (not true) to 5 (true). Mark one box per row.

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|--|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|
| 1. I can name three things I'm genuinely good at without downplaying them. | 1 | ☐ | 2 | ☐ | 3 | ☐ | 4 | ☐ | 5 | ☐ |
| 2. I know what I want my next career step to be. | 1 | ☐ | 2 | ☐ | 3 | ☐ | 4 | ☐ | 5 | ☐ |
| 3. I can explain how my past work connects to where I'm going. | 1 | ☐ | 2 | ☐ | 3 | ☐ | 4 | ☐ | 5 | ☐ |
| 4. I have a one-sentence answer to "what do you want to be known for." | 1 | ☐ | 2 | ☐ | 3 | ☐ | 4 | ☐ | 5 | ☐ |

Re-entry note

However many weeks you finished, do move 1 anyway. Even a rough line beats no line, and the quarterly check is the part that keeps paying after the program ends.