

Week 4: Your one line, and the day-30 check

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, keep the truest, not the most impressive.

Move 2

15 min · ☐ Done

Put it where it works. Use the line in one real place this week: your profile headline, email signature, bio, or intro (scripts 2 and 3).

Move 3

10 min · ☐ Scored

Day-30 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	

Script cards (cut along the dashed lines)

1. The one line

Option A: "I help [who] [outcome]." Option B: "I'm the [function] who [the distinct thing]." Under fifteen words. If it reads 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]."

Self-score: Day 30

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

1. I can say, in one sentence, what I bring and exactly what I'm aiming at in the next 90 days. *(Clarity)*

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐
2. The people who decide on my next step can name the value of my work. *(Visibility)*

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐
3. Someone with real influence has seen my work and would put my name forward. *(Relationships)*

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐
4. I can point to evidence that I already operate at the level I'm aiming for. *(Leadership Momentum)*

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Re-entry note

However many weeks of phase 1 you finished, write the line anyway (move 1). It's the tool the next two phases run on. Phase 2 starts Monday with a clean on-ramp.