



I

The Sentence.

FIND THE FOURTEEN WORDS THAT NAME YOU

mits.ro

FIELD GUIDE

16 PAGES

FREE

CONTENTS

What's *inside*.

01	Why <i>one</i> sentence	p. 3
02	The fourteen-word <i>rule</i>	p. 4
03	The <i>customer-word</i> test	p. 5
04	The six-step <i>worksheet</i>	p. 6
05	Twenty real examples, good and bad	p. 9
06	Where to <i>put</i> the sentence	p. 11
07	Common mistakes	p. 12
08	Official resources	p. 13

HOW TO USE THIS GUIDE

Read it once. Then do the worksheet on page 6. Out loud. With a pen. The whole thing takes about ninety minutes. When you finish, you will have one sentence. Use it everywhere.

I

*Why **one** sentence.*

Most companies cannot say what they do in one breath. That is the problem. Customers cannot remember what you do not say clearly. Investors cannot pitch what they cannot repeat. Employees cannot sell what they cannot summarise.

The test that matters

Stop a friend. Ask them, "What does my company do?" If they hesitate, you have not done the work in this guide.

The goal of the sentence is simple. A stranger should hear it once, repeat it back five minutes later, and get it almost right. If they cannot, your sentence is too long, too clever, or too vague.

You do not own a company until you can say what it does in one breath.

What a good sentence does

- It tells one specific person who they are.
- It names one specific thing you change for them.
- It uses words that person would actually say.
- It fits in fourteen words or fewer.

What a good sentence does not do

- It does not mention your technology stack.
- It does not mention "AI", "platform", "ecosystem", or "solution".
- It does not list three audiences. Pick one.
- It does not promise to change the world. It promises one thing.

CHAPTER 01 / CONTINUED

*Why **this matters** first*

Every other thing you do later (your home page, your ads, your sales pitch, your hiring page) has to start from one sentence. If the sentence is wrong, everything downstream is wrong. That is why this is field guide one.

BEFORE YOU TURN THE PAGE

Test the sentence on three people this week. If two of the three can repeat it back, almost word for word, five minutes after hearing it once, you are ready for the worksheet on the next pages. If they cannot, the sentence is too long, too clever, or too vague. Cut a word. Try again.

II

The fourteen-word rule.

Fourteen words is not magic. It is a constraint. Constraints force decisions. With fourteen words you cannot lie, you cannot brag, and you cannot hide.

Why fourteen, not ten, not twenty

Ten is too few. You cannot fit who, what, and the change. Twenty is too many. You will pad it with words like "leading", "innovative", "best-in-class". Fourteen is the sweet spot. Long enough to say one real thing. Short enough that you have to choose.

The shape of the sentence

A working sentence has three parts:

THE SENTENCE SHAPE

```
[ WHO ]   we help [ specific person ]
[ WHAT ]  do [ one thing they cannot do today ]
[ HOW ]   without [ the pain that usually comes with it ]
```

You will not say "WHO", "WHAT", "HOW" out loud. They are scaffolding. The reader hears one smooth sentence. But every working sentence has all three parts hidden inside it.

An example

A bookkeeper for a freelance designer might write:

We help freelance designers file their taxes on time without hiring an accountant.

That is fourteen words exactly. WHO is freelance designers. WHAT is filing taxes on time. HOW is without an accountant. A stranger can hear it once and tell their friend.

Count the words

Yes, count them. With your finger if you have to. If your sentence has fifteen words, cut one. If it has thirteen, leave it alone. Never above fourteen.

III

The customer-word test.

A sentence written in your words is for you. A sentence written in your customer's words is for the company. They are different sentences. Yours sounds smart. Theirs sells.

What "customer words" means

Open your inbox. Find the last five emails or messages a customer sent you. Read them. Underline every noun and every verb. Those are customer words.

Customer words are usually shorter, plainer, and less impressive than yours. That is the point. They are the words the customer already uses to describe their problem.

Two examples, side by side

YOUR WORDS (SKIP)	CUSTOMER WORDS (KEEP)
Streamline your accounts receivable workflow	Get paid faster
Holistic talent acquisition pipeline	Hire your first developer
Data-driven retention optimisation	Stop your customers from leaving
Vertically integrated F&B operations	Run a small restaurant without burning out

The right column is what your customer would say to a friend. That is what goes in your sentence.

MINI EXERCISE / 5 MINUTES

FIND YOUR CUSTOMER WORDS

Open the last 10 conversations with your customers (email, Whatsapp, calls, sales notes). Write down the five most repeated nouns and the five most repeated verbs. Those ten words are your raw material.

Nouns:

Verbs:

IV

The six-step worksheet.

Do these in order. Each step is ten to fifteen minutes. Do not skip ahead. Do not edit while writing. Generate first, edit later.

STEP 1 / NAME THE PERSON

WHO IS THE *ONE* PERSON YOU HELP?

Not three people. One. Be uncomfortably specific. "Small business owners" is not specific. "Owners of single-location dental clinics with under five staff" is specific.

STEP 2 / NAME THE PAIN

WHAT PROBLEM DO THEY FACE *TODAY*?

Not their dream. Their pain. Use one sentence. Write it the way they would say it on a phone call to a friend, not the way it would appear in a McKinsey report.

STEP 3 / NAME THE CHANGE

WHAT IS *DIFFERENT* AFTER THEY USE YOU?

One concrete change. Time saved. Money earned. Risk reduced. Quality improved. Pick the one that matters most. Write it in their language.

STEP 4 / NAME THE FRICTION YOU REMOVE
WITHOUT THE *THING* THEY USED TO NEED

Most products replace something painful. A car replaces a horse. Email replaces a letter. What painful thing do you replace? "Without an accountant", "without a designer on staff", "without writing a single SQL query".

STEP 5 / STITCH IT TOGETHER
WRITE THREE DRAFTS

Combine steps 1 to 4 into a single sentence. Write it three times. Different word order. Different verbs. Three real options.

Draft A:

Draft B:

Draft C:

STEP 6 / THE REPEAT-BACK TEST

READ IT TO *THREE* HUMANS

Find three people who do not work with you. Read each draft once. Five minutes later, ask them to repeat it back. Whichever sentence comes back closest to what you said is your sentence.

Write the winner here. Big letters. Today's date.

Date locked: _____

CHAPTER 05

V

Twenty real examples.

Read these. Notice the pattern. Then write yours in the same shape.

Sentences that work

SENTENCE	WHY IT WORKS
We help freelance designers file taxes on time without an accountant.	Specific person, specific pain, no jargon.
Pay your remote team in 70 countries without setting up local entities.	Concrete change, removes a real friction.
Find your next dentist appointment in under sixty seconds.	One promise, measurable, customer language.
Run your restaurant's payroll in fifteen minutes a week.	Specific person, time saved, plain English.
Get paid for work you have already done in two days, not sixty.	Frames the pain in numbers the customer already feels.
Send legally binding contracts without printing a single page.	Names the friction the customer hates.
Help small clinics keep patient records without a server room.	Removes a barrier most owners cannot afford.
Translate your product into ten languages without hiring translators.	Plain promise, no buzzwords.
Manage your rentals from your phone without calling the cleaner.	Real day-to-day pain, removed.
Sell your photographs to magazines without an agent.	Customer-shaped, not company-shaped.

Sentences that *do not* work

SENTENCE	WHAT IS WRONG
The leading AI-powered platform for next-generation commerce.	No person, no problem, four buzzwords.
We empower businesses to unlock their potential.	Empty. Could be anything.
Vertically integrated end-to-end financial solutions for the modern enterprise.	Sentence in fancy dress.
Reimagining the future of work, one team at a time.	Slogan, not a sentence.
Data-driven insights at the speed of thought.	Sounds smart. Says nothing.
The Uber of pet grooming.	Tells you nothing about what changes.
We are passionate about delighting our customers.	That is a feeling, not a service.
Holistic, scalable, AI-first, mobile-native ecosystem.	Five adjectives. Zero verbs. No customer.
A revolution in B2B SaaS.	A revolution for whom, doing what?
The platform that just works.	Says nothing about who or why.

VI

*Where to **put** the sentence.*

Once you have the sentence, it goes everywhere. Anyone who interacts with your company should hear, read, or see it within the first ten seconds.

The seven places it must appear

1. **Your home page hero.** The biggest words on the page.
2. **Your email signature.** Below your name, in plain text.
3. **Your social bios.** LinkedIn, X, Instagram, GitHub.
4. **Every job description.** Right at the top, before the role.
5. **The first slide of every pitch deck.**
6. **Your voicemail greeting,** if you still have one.
7. **The footer of every invoice.**

The "first ten seconds" test for your home page

Open your home page on a phone. Show it to someone for ten seconds. Take it away. Ask, "What does this company do?" If they cannot answer in their own words, your sentence is not the biggest text on the page, or it is not clear enough.

FREE TOOL, OFFICIAL

Google's free PageSpeed Insights also tells you what people see in the first second. Use it to confirm your hero loads first. <https://pagespeed.web.dev>

What if the sentence changes?

It will. Once a year, redo the worksheet. Run the repeat-back test again. If the sentence still comes back the way you wrote it, keep it. If customers describe you differently than your sentence does, the customers are right.

VII Common *mistakes*.

Mistake 1: writing the sentence for investors

Investors are a tiny audience. Write for the customer. The investor will get more excited if the customer sentence is sharp than if you stuff it with TAM and CAGR.

Mistake 2: trying to please three audiences

"We help small businesses, mid-market teams, and enterprises..." Stop. Pick one. Build the sentence for the customer that matters most this year. The other two will read it, recognise the shape, and self-select.

Mistake 3: copying your competitor

Your competitor's sentence may be wrong too. Most are. Do the work yourself. Read your customers' words. Use them.

Mistake 4: writing it once, never editing

The first version is rarely the keeper. Write it three times. Read it out loud. Cut a word. Cut another. The sentence gets sharper every time.

Mistake 5: hiding the sentence inside a paragraph

If your home page hero is a paragraph, you do not have a sentence. You have a wall of words. Pull the sentence out. Make it the biggest thing on the page. Make every other word smaller.

Mistake 6: using words your customer cannot pronounce

"Orchestration", "leverage", "synergy", "ideate". If your customer would not say it on a phone call, do not put it in the sentence.

Mistake 7: forgetting to test it

The repeat-back test is the only test that matters. Skipping it is the most common mistake. Do not skip it.

VIII *Official resources.*

If you want to go deeper, these are the only links worth your time. All free. All from the people who actually run the platforms.

HUBSPOT ACADEMY / FREE

INBOUND MARKETING CERTIFICATION

The first module covers value proposition and messaging in plain English. Two hours total.

- [academy.hubspot.com / inbound-marketing-certification](https://academy.hubspot.com/inbound-marketing-certification)



SCAN

Y COMBINATOR LIBRARY / FREE

HOW TO TALK ABOUT WHAT YOU DO

Short essays from founders. The library is searchable and free.

- [ycombinator.com / library](https://ycombinator.com/library)



SCAN

GOOGLE / FREE TOOL

PAGESPEED INSIGHTS

Confirm that your sentence appears in the first paint of your home page.

- pagespeed.web.dev



SCAN

HEMINGWAY / FREE WEB TOOL

HEMINGWAY EDITOR

Paste your sentence. It tells you the reading grade. Aim for grade 6 or below.

- hemingwayapp.com



SCAN

*What you should **not** read*

Influencer threads on X. Medium posts with the word "framework" in the title. Anything called "the only positioning template you will ever need". They are noise. The exercise in this guide is the work.

One sentence. Today.

If you finish this guide and do not have a sentence written down, the guide did not work. Go back to page 6. Do the worksheet. Out loud. With a pen. Then read it to three humans.

When you have it, every other field guide gets easier. The memory, the instruments, the numbers, the loop, the channel. They all start from the sentence.

NEXT / HANDBOOK 02 / THE MEMORY

mits.ro

MITS.RO