crown jewel marketing

Problem → Solution → Result

A simple way to explain what you solve and why it matters.



1 Problem

What is getting in the way?

Name the challenge and the frustration it creates.

2 Solution

How do you help?

Show the product, service or plan that solves it.

3 Result

What gets better?

Describe the outcome the customer can realistically expect.

BUILD YOUR ONE-LINER

[Customer] struggles with [problem]. We provide [solution] so they can [result].