

# Your message isn't truly clear until someone else can pass it along.

A **pass-along phrase** is a *short, memorable, and effortlessly repeatable* message that captures the essence of an idea so clearly that people can recall and share it word for word.

## What makes a strong pass-along phrase?

- ✓ **Easy to remember:** If they have to think too hard, they won't pass it along.
- ✓ **Simple, not simplistic:** Every word earns its place; no fluff, no jargon.
- ✓ **Natural in conversation:** It should sound like something people actually say.
- ✓ **Carries meaning on its own:** It doesn't need extra context to make sense.
- ✓ **Creates impact:** It sparks a reaction, makes people think, or invites action.

Examples of pass-along phrases:

- *"Don't persuade harder. Resonate stronger."*
- *"Clear beats clever."*
- *"People don't buy the best option. They buy the one they understand."*
- *"Trust breaks quietly... and all at once."*

A great pass-along phrase sticks in people's minds and spreads effortlessly.

## Does your message pass the test?

Write down the *one* key message you want others to remember and share:

✍️ My message in one sentence:

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(Hint: If it doesn't fit, it's too long.)

## Now, test it:

- Does it sound natural or "crafted" when spoken aloud? *Natural / Forced*
- If you said this once, with no explanation, would it make sense to your audience? *Yes / No*
- Would someone repeat it exactly like this? *Yes / No*

Keep lighting the path!