

THE RULE OF 3 IN MARKETING

A simple framework to make your brand clearer, more memorable & easier to market.

The human brain loves patterns. Three is enough to create structure, but simple enough to remember.

Use the Rule of 3 across your branding, messaging and storytelling.

01 — 3-WORD TAGLINE

Keep your core brand promise short.

Instead of trying to explain everything your brand does, reduce the idea to 3 memorable words.

Formula:

[Benefit] + [Emotion] + [Promise]

Examples:

- Think. Create. Grow.
- Simple. Smart. Secure.
- Eat. Enjoy. Repeat.
- Fresh. Fast. Convenient.
- Move. Better. Faster.

Try it yourself:

My brand stands for:

1. _____
2. _____
3. _____

My 3-word tagline:

_____ • _____ • _____

Tip: If people can't remember it after hearing it once, simplify it.

02 — 3 BRAND COLOURS

Your brand doesn't need 10 colours.

Start with 3 strategic colours that create a recognisable visual identity.

The 3-Colour System:

① **Primary Colour**

Your main brand colour.

Used for recognition and major visual elements.

② **Secondary Colour**

Supports your primary colour and adds personality.

③ **Accent Colour**

Used sparingly to highlight important elements like CTAs, offers or key information.

Example:

Primary: Navy → Trust

Secondary: White → Clean

Accent: Orange → Energy / Action

Your brand:

Primary: _____

Secondary: _____

Accent: _____

Tip: Don't choose colours simply because you like them. Choose colours that support the personality you want your brand to communicate.

03 — 3-PART BRAND STORY

Don't make your marketing story complicated.

Structure your communication around:

PROBLEM → SOLUTION → RESULT

01. PROBLEM

What problem does your customer face?

"Finding reliable home services takes too much time."

02. SOLUTION

How does your brand solve it?

"We connect you with trusted professionals in one place."

03. RESULT

What changes for the customer?

"You get the job done faster, with less stress."

Use this formula:

Your customer struggles with:

We solve it by:

So they can:

04 — THE RULE OF 3 FOR YOUR CONTENT

You can even structure your content around 3 simple pillars.

EDUCATE

Teach something useful.

ENGAGE

Start conversations and build connection.

CONVERT

Give people a reason to take action.

A simple content mix:

Teach → Connect → Sell

05 — THE 3-SECOND TEST

Before publishing any marketing creative, ask:

Can someone understand:

WHO is this for?

WHAT does it offer?

WHY should I care?

If they can't answer those questions quickly, your communication needs to be simplified.

YOUR RULE-OF-3 BRAND CHECKLIST

Before launching your brand, ask:

- ☐ Can I describe my brand in 3 words?
- ☐ Do I have 3 consistent brand colours?
- ☐ Can I explain my story as Problem → Solution → Result?
- ☐ Do I have 3 clear content pillars?
- ☐ Can someone understand my offer in 3 seconds?

Remember:

Less information. More clarity. Better recall.

3 words.

3 colours.

3 steps.

One memorable brand.