In Sonnet 75, the speaker describes writing his beloved's name in the sand, only to have it washed away by the waves. He repeats this act, and once again, the tide erases it. The beloved responds by calling him vain for attempting to immortalize her in such a fleeting manner, suggesting that she too will eventually fade away like the writing in the sand. The speaker counters by asserting that while physical things decay, his verse will immortalize her virtues and their love, ensuring that they live on in fame and memory. The sonnet concludes with the speaker's confident declaration that their love will transcend death and be renewed in later generations.