1. BRAND

BRAND ESSENCE STATEMENT

Brand Essence Statement is an attribute you want to be associated with that evokes the feelings you want your customers to have about you.

If you asked people to describe your brand in one word, would your ideal word be obvious to them? If so, what is that word? Use the list on the following page for inspiration.

BRAND ESSENCE STATEMENT

- Adventurous
- Affectionate
- Agile
- Agreeable
- Alert
- Altruistic
- Ambitious
- Analytical
- Argumentative
- Artistic
- Assertive
- Astute
- Balanced
- Brave
- Calm
- Candid
- Capable
- Careless
- Caring
- Cautious
- Charismatic
- Charming
- Chatty
- Chic
- Child-Like
- Classy
- Clean
- Clever
- Coherent
- Compassionate
- Competent
- Competitive
- Confident
- Conservative
- Consistent
- Cooperative
- Courageous
- Crafty
- Crazy
- Creative
- Critical
- Curious
- Deep
- Defiant
- Delicate
- Determined
- Devoted
- Diligent
- Diplomatic
- Disciplined
- Discrete
- Disruptive
- Dramatic
- Eager
- Easy Going
- Eccentric
- Efficient
- Emotional
- Empathetic
- Energetic
- Enterprising
- Enthusiastic
- Exuberant
- Fashionable
- Fearless
- Femine
- Fiery
- Flashy
- Flirtatious
- Formal
- Frank
- Friendly
- Funny
- Futuristic
- Generous
- Gentle
- Grumpy
- Handsome
- Happy
- Hardworking
- Helpful
- Hip
- Humble
- Idealistic
- Impetus
- Impulsive
- Incisive
- Independent
- Indiscreet
- Ingenious
- Innocent
- Innovative
- Inciteful
- Inspiring
- Intellectual
- Interesting
- Joyful
- Keen
- Kind
- Knowledgeable
- Laid-back
- Liberal
- Lively
- Local
- Logical
- Loud
- Loyal
- Masculine
- Maternal
- Mature
- Methodical
- Meticulous
- Mischievous
- Modern
- Modest
- Motivated
- Mysterious
- Natural
- Naughty
- Neat
- Nostalgic
- Nosey
- Nurturing
- Obstinate
- Old Fashioned
- Optimistic
- Outgoing
- Outspoken
- Passionate
- Partnerial
- Patient
- Patriotic
- Peaceful
- Pensive
- Picky
- Playful
- Polite
- Popular
- Practical
- Precise
- Proactive
- Proficient
- Profound
- Proud
- Provincial
- Prudent
- Punctual
- Reassuring
- Rebellious
- Refined
- Reliable
- Religious
- Reserved
- Resolute
- Resourceful
- Respectful
- Responsible
- Restless
- Rowdy
- Safe
- Sarcastic
- Sassy
- Scientific
- Sensitive
- Serene
- Serious
- Sexy
- Sharp
- Silly
- Sincere
- Sloppy
- Smart
- Snobby
- Sociable
- Solemn
- Sophisticated
- Soulful
- Stable
- Strong
- Studious
- Subtle
- Systematic
- Tactful
- Talented
- Thoughtful
- Tidy
- Traditional
- Trustworthy
- Unassuming
- Unconventional
- Urban
- Versatile
- Warm-hearted
- Watchful
- Wealthy
- Wise
- Witty
- Young

“People don’t buy what you do, they buy why you do it”

—Simon Sinek

UNIQUE VALUE PROPOSITION (UVP)

In business and marketing, the UVP (unique value proposition) is a statement that clearly tells your potential customers how they will benefit from your offer, how your products or services will address their needs and solve their problems, and what makes your offer different from the competition.

Why should customers buy from you instead of a competitor?

What need or pain point does your product or service solve?

What’s your mission? What do you stand for?