



WRITE THE PERFECT PURPOSE STATEMENT

Sharpen your message to improve leads and win sales.

PROMPT 1: Think about your brand and what it represents, then answer the following 4 purpose questions in as few words as possible.

1) **How** does your brand work/reach/serve your audience?

ex) video lectures and on-screen tutorials

2) **Who** is your audience?

ex) entrepreneurs and side-hustlers

3) **What** is the core product/service/benefit of your brand?

ex) timeless logo design principals and techniques

4) **Why** does your brand exist?

ex) help my audience convey their value to earn clients



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PROMPT 2: Now that you have answered the 4 purpose questions, combine them line-by-line into one sentence taking some liberty with wordplay. Start with the name of your brand. If you are your brand, start with "I".

My Brand Purpose Statement:

ex) I teach **(2)** entrepreneurs and side-hustlers **(3)** timeless logo design principals and techniques with **(1)** video lectures and on-screen tutorials to **(4)** help my audience convey their value to earn clients.

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