

# Lucky Night



CRAFT YOUR  
**UNIQUE** BRAND  
STATEMENT

Use this simple guide to create a pitch-perfect brand statement that aligns with your goals.

## **Congrats dream queen, you're officially one step closer to brand perfection**

This guide will walk you through the required steps so that you can write a concise, effective and unique brand statement that will strike at the very heart of your dream customer base.

## **What is a brand statement & why does your business need one?**

Your brand statement should be a clear and concise description of your products or services and how it aligns with the needs of your target market. Think of it like a condensed pitch, you're demonstrating who you are, who you're for, and why you suit that particular demographic.

## **What are the key attributes of a strong brand statement?**

Your brand statement needs to be:

- Catchy
- Simple & easy to digest
- Unique (particularly within your sector)
- Values-led
- Indicative of your brand personality

**Let's get started!**

# **STEP 1**

**RESEARCH  
YOUR BUSINESS  
& GOALS**

## Consider your unique traits

In order to keep your brand statement catchy, unique attributes aren't usually included. However, having a good understanding of what makes you different from the competition can help guide your brand statement.

## What values are important to your brand?

Think about reasons you started this venture, what problems are you trying to solve? This helps you understand your market position & target market.

## Who is your dream client?

Get to know your perfect client/customer. What gender are they? What age range? What do they do for work? Where do they spend time online? This will help craft an effective brand statement.

# **STEP 2**

**CRAFT YOUR  
UNIQUE BRAND  
STATEMENT**

## What service do you offer?

Just a few words on the outcome of your product or service  
e.g 'better websites' or 'increased workout performance'

## Who do you offer this too?

Think specifically about your ideal client and what sort of  
demographic they fall into e.g 'young mothers' or 'art students'

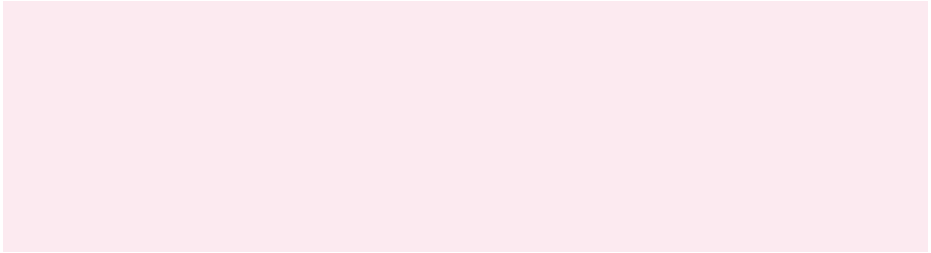
## What values do you share?

Understand the values that are important to your client that you  
can bring e.g 'sustainable' or 'friendly'

## Combine your value statement

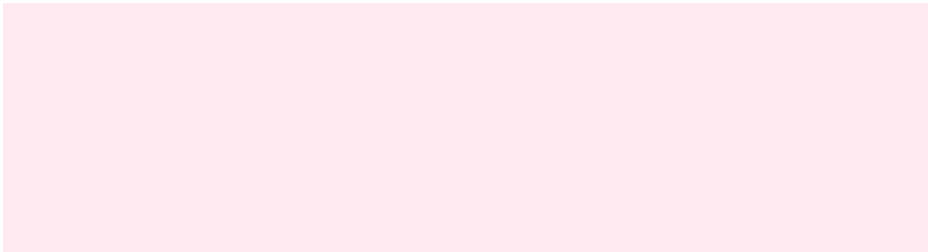
'Providing [value] and [value] [service] to [audience]'

'Providing professional digital assets to female entrepreneurs'



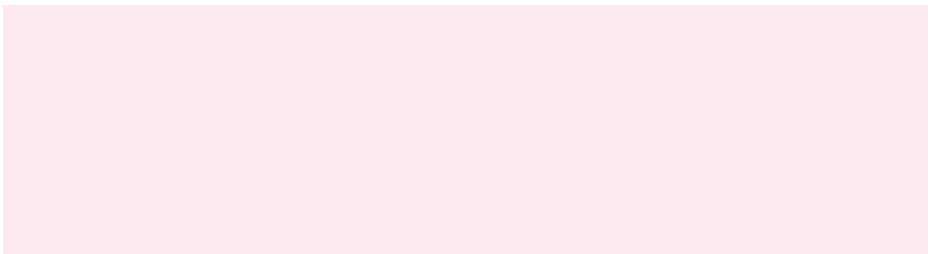
## Brainstorm adjectives & make it catchy

Refine your statement so it rolls off the tongue. 'Lucky Night make beautiful digital design accessible to all female entrepreneurs'



## Write down your final statement

Write down your brand statement, say it out loud, make sure it feels right on your business card to make sure it feels authentic



# **STEP 3**

**PUT YOUR  
STATEMENT TO  
GOOD USE**



## Get your statement onto all of the below

Use the checklist below to make sure your unique brand statement gets maximum exposure so your customers and clients can really understand what makes your business tick

- ☐ Website header - preferably the H1 of your home page
- ☐ Make your unique statement your bio on all social media platforms
- ☐ If you use LinkedIn or Facebook, consider creating a banner image that includes your brand statement
- ☐ Add your statement to the reverse of your business card
- ☐ Memorise it so you can introduce yourself at networking events - it's a perfect bitesized 'elevator pitch'
- ☐ If your business has merch like tshirts or mugs, consider adding it to those items
- ☐ Use it to shape your voice and content strategy online and IRL

**WELL DONE FOR  
COMPLETING THIS  
EXERCISE - YOUR  
BUSINESS WILL  
THANK YOU!**

**NOW I THINK IT'S TIME FOR A  
WELL EARNED CUP OF TEA**

If you're in need of a new website or brand identity but have no idea where to start, take a look at our digital resources

[www.luckynightstudio.co.uk](http://www.luckynightstudio.co.uk)

Want to discuss a custom project? Get in touch to learn more about our services

[hiya@luckynightstudio.co.uk](mailto:hiya@luckynightstudio.co.uk)