

YOUR BRAND

Mission Statement

A brand statement is a concise summary of what your business does, how you do it, and what makes it unique. In just a few sentences (preferably one) people should be able to understand you or your company's mission, goals, values, and how you or your business is different from your competition.

This clear outline of who you are, what you do and the value you bring as a brand is not only beneficial to your audience and other brands to get to know you, and decide if you are the right fit for them, it is really helpful in you gaining a strong grasp on your brand identity. Once you believe in your brand, others will believe in it too.

What does your business actually do? (create content, promote destinations, hunt for the world's best street food, etc)

How does your business do that? (video, podcasts, photography, Instagram)

What makes you brand unique? Or what will make you more appealing to brands and destinations?

Put it all together in a single statement

I... (what you do) for... (who you do it for) by... (how you do it) in a... (what makes you unique) way.