

# Tell the World Who You Are

Do you dread going to a networking event because you don't know how to answer the question 'what do you do'? When you sit down to write new website copy do you get stuck? Are you struggling to convert more sales?

If you can relate to these questions, you're probably struggling with who you are.

There are four statements that share what you do with the world:

- **Mission Statement:** A strong mission statement is your north star and can help provide guidance in making business decisions. It describes what you want to achieve and your purpose. It does not include financial or profitability goals.
- **Value Proposition:** A value proposition describes how your customer will benefit from your product or service. It answers the question "why should I buy from you and not your competitors?"
- **Unique Selling Proposition:** A unique selling proposition (USP) explains specifically how you are different from your competitors. It details specific features and benefits your business offers.
- **Elevator Pitch:** An elevator pitch is a short statement that you use at a networking event or similar function that tells people who you help and how you help them. It should be short and sweet and leave the listener wanting to learn more.

Let's see these statements in action from online beauty marketplace BLK + GRN ([blkgrn.com/](http://blkgrn.com/)).

From their homepage, you can tell that they are solving the problem of finding all-natural products from black-owned businesses. They solve this by creating a curated marketplace "an all-natural marketplace by all black artisans."

Their homepage then continues to describe what makes them unique and their key benefits and features: "black owned, non-toxic, carefully curated, and quality tested." You'll also see at the top of their website they offer free shipping on orders \$50 - another unique selling proposition.

Free shipping in the U.S. for orders over \$50

BLK + GRN

Shop | Shop By Category | Shop By Artisans | What's New | Best Sellers

Our Story

**Value Proposition**

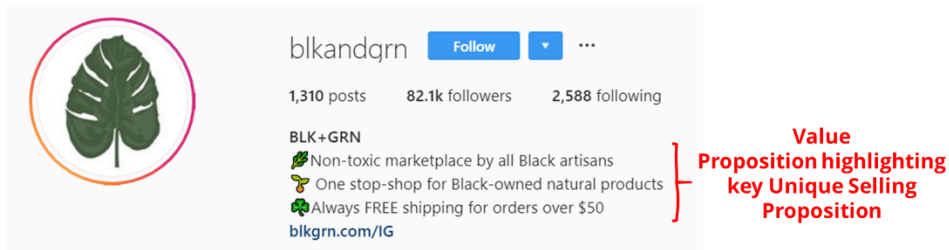
**AN ALL-NATURAL MARKETPLACE BY ALL BLACK ARTISANS.**

SHOP NOW

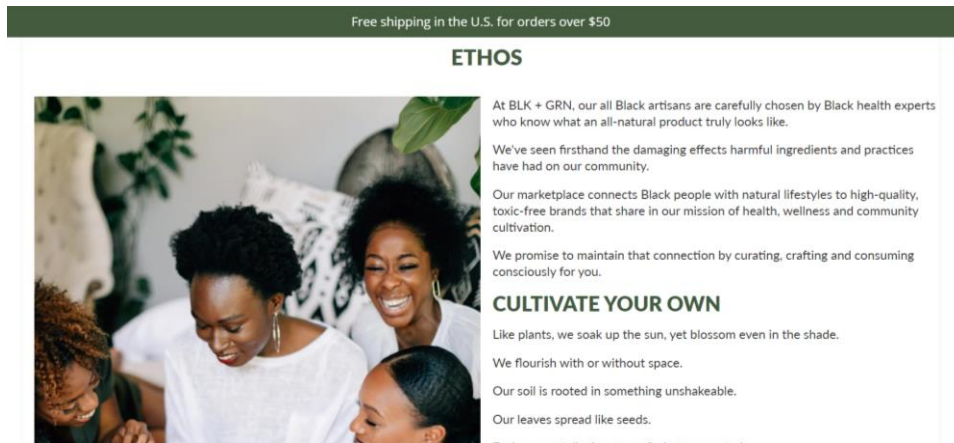
**Unique Selling Proposition**

- Black Owned**  
We make it easier for you to consume consciously, vote with your dollar and cultivate our community
- Non-Toxic**  
Keeping your health and Mother Earth at the forefront, our products are toxic-free, plant-based, and cruelty-free
- Carefully Curated**  
You have high standards and unique needs, we scour reviews, analyze ingredients to find the best products for your melanin
- Quality Tested**  
Every product we carry has been carefully tested by industry experts to ensure that products are not only natural, but work

On their Instagram profile, you see how they reiterate their value proposition and unique selling proposition.



BLK + GRN does not have a mission statement on their website; however, they have an ethos statement. This statement is an extension of mission statement to include the company's values and vision. It's slightly different from a mission statement, but a well-written statement conveys the same message, as demonstrated by BLK + GRN.



Your value proposition, unique selling proposition, and elevator pitch are directly influenced by your target market and their needs, challenges, and desires. These are statements that can be tested and morphed to make sure they speak directly to your target audience. For example, BLK + GRN could have started out by just saying a 'a curated marketplace from black artisans' but realized their target audience really loved that they only curated all-natural products. Or maybe one day they'll change it to highlight more their free shipping policy because that's what customers engage the most. The key thing here is to listen to your customers. Why are they buying from you and not your competitors? Once you know that double down on that and retell that differentiator in as many ways as possible.

## Your Turn!

What are your statements? Write down your mission statement, value proposition, unique selling proposition, and elevator pitch. You can use the exercises in "My Marketing Plan Foundation" worksheets to help you craft your messages.

**Mission Statement:**

**Value Proposition:**

**Unique Selling Proposition:**

**Elevator Pitch:**