

# Basic Brand Strategy Template

<b>Company Purpose/Mission</b>	[Your underlying mission; why your company exists in the first place]
<b>Brand Position Statement</b>	[Statement about how you want to be perceived; how you want people to feel, think and talk about you]
<b>Business Needs We Serve</b>	[Summary of business needs you serve and problems you solve]
<b>Unique Value Proposition</b>	[The unique value you're offering; what makes you different; your 'secret sauce']
<b>Why You Can Believe Our Claims</b>	[Summary of proof points that support your position]
<b>Brand Values &amp; Attributes</b>	[Words/statements that reflect your brand's philosophies, values and personality]
<b>Messaging Tone</b>	[General tone for your brand's messaging]
<b>Elevator Pitch</b>	[What you would say to someone who asks: "So what do you do and why should I care?"]
<b>Tagline</b>	[Brief statement that encapsulates your brand story and value proposition]