

# GET BRAND CLARITY

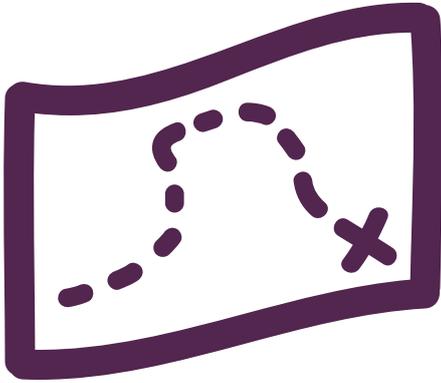
{WORKBOOK}



- Define your vision*
- + your values*
- + your mission statement*
- + your pitch*

# YOUR VISION

## WHAT THE HECK IS A "VISION"?



***Your vision is your "master plan". It is where you see your business heading and what you want to accomplish with or through it: what success looks like, what positive impact it will have.***

It's important because along the bumpy road that is entrepreneurship and while you work hard at growing your online shop, you might lose track of why you even started your business in the first place.

Connecting with your vision will help you work meaningfully and make sure the decisions you make along the way align with what you wanted in the first place.

If you are a solopreneur, your vision is probably a mix of professional goals and personal achievements, which is fine. Don't pull your hair out trying to come up with something that everyone could relate to. Rather, try to be as truthful as you can with yourself.

## WHAT MAKES A GOOD "VISION" ?

A good vision statement:

- Looks into the future: Try to visualize where you want your shop to be in 5 years for example.
- Is inspirational: Use powerful words and be meaningful. No generic sentences! Be unique.
- Is ambitious: Don't hold back, set goals that will keep you moving forward.
- Is realistic. Ambition is well and truly a good thing, but make sure everything you write down is still achievable ;-)

## YOUR VISION STATEMENT

Now it's time to jot down on paper what YOUR vision statement is. There is no real rules here. But if you feel stuck, grab a piece of paper and write down what comes to mind when you think about:

1- Why did you want to start your business in the first place? and

2- Imagine a world where everything turns out exactly as you wish: what does success look like? where are you selling your products and to who? how do you impact positively your customers? how do your customers talk about your brand? what does a day at work look like?

*My business vision is....*

# YOUR MISSION STATEMENT

## WHAT IS A MISSION STATEMENT AND WHY IT MATTERS

A mission statement is a short proclamation of what your business does, and why people should buy from you. It helps you clarify your goals and tells your customers what makes your business unique.

A great mission statement defines clearly what the shop specializes in and stands for. Your mission statement is the foundation of your brand. You won't get brand clarity unless you have defined exactly what it is you do and why you do it. Everything else comes/flows from there: your ideal customers, your product collections, your materials, your price range... everything!

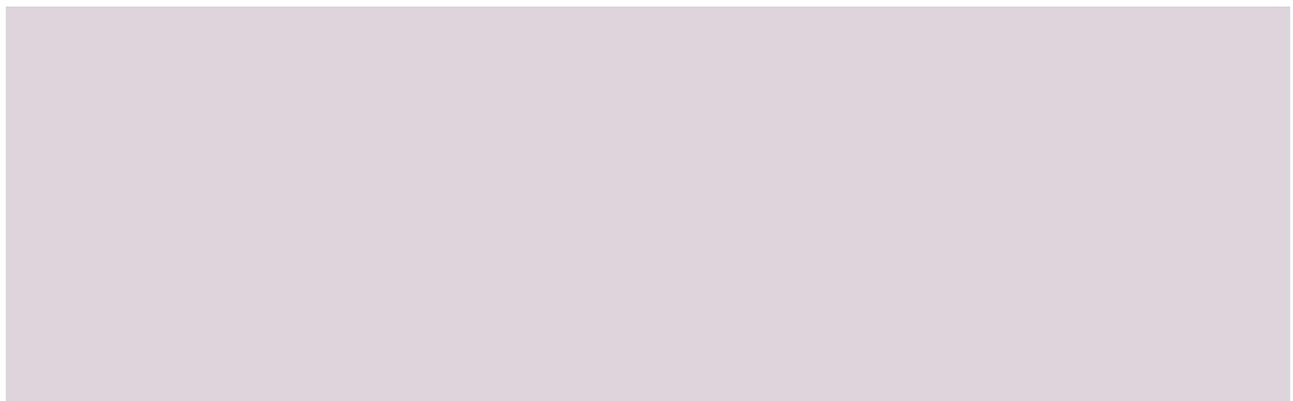
Not only it helps *you* get clear on what your business is all about, it also helps *your customers* identify to your core values. This is a must to create raving fans and repeat customers that will work at promoting your shop for you.

## BRAINSTORM

Forget about finding the right words for now and focus on identifying what you want your shop/your business to stand for. Grab a piece of paper and jolt down answers to questions such as:

What are words that come to mind when asked to define your business? What are your brand values? What are you good at? What does your business specialize in? What makes you different? What do you strive to achieve? What positive impact do you want to have?

It's ok to get messy here, just write whatever comes to mind!



## PRIORITIZE + CLARIFY

Now, using the ideas and words you just wrote down, try to answer as simply and succinctly as possible the 3 questions on the following page. It will help you reorganize and prioritize what came out of the little brainstorm exercise you just did.

# YOUR MISSION STATEMENT

1

*Put as simply as possible, what is it that you do?*

eg. I design and sew kids clothing

2

*What makes your products different or special?*

eg. I use certified organic cotton fabric. My designs are very colorful.

3

*What benefits do your products provide? Or what positive impact does your business strive to have?*

eg. I provide an alternative to parents that want to buy cute clothing for their kids while protecting them, the planet, and the factory workers who produce the materials.

## PUTTING IT ALL TOGETHER

Now let's put these 3 answers together to refine our wording one more time.

“ Kiddie Cotton is an online designer boutique selling kids clothing made of 100% organic and sustainable cotton. We aim at offering an alternative to parents who enjoy dressing their kids in trendy and colorful clothing while minimizing their wardrobe footprint.”

This is a great mission statement because it answers clearly:

- What: organic, sustainable, trendy, colorful kids clothing
- Why: minimizing your kids wardrobe footprint



*My mission statement:*

# YOUR VALUES

## WHY ARE VALUES SO VALUABLE

*Business values are like personal values (and if you're a solopreneur, chances are they will be the same or really similar): they define the type of business you want to build by describing your culture, your priorities, your ethics.*

If your vision is the WHY, and your mission statement the WHAT, then your values are the HOW of your business. How you interact with your customers and competitors, how you make decisions, etc. Your values are a reminder of what is important for your business and what isn't, so you won't lose your sense of ethics while pursuing your vision.

## DEFINING YOUR BUSINESS VALUES

The best way to find the values that best describes your business is to do a little brainstorm and to then filter down. Write down ANY keyword, adjective or word that you think could describe your business values. You can then group the ones that are similar and filter down until you find the ones that you think fit in with your business ethics and morals the best.

If you could do with a little inspiration, check out this [List of 500 core values examples](#).

*My business values are:*

# YOUR ELEVATOR PITCH

## WHAT IS AN ELEVATOR PITCH

An elevator pitch is a quick summary of what your business/shop is all about. Think of it as a quick way to introduce yourself and your business to someone that you have never met before.

Of course, I do not recommend you turn into a robot and just repeat each time the same exact sentence. You should always adapt it depending on who you are talking to and what context you're in.

Saying that, it's good to have at least an idea of how you can introduce your shop so that you're not taken by surprise and end up saying something like:

*"Huh...I sell jewelry on the internet. That like.. I make myself at home. In my studio."*

Instead, it would be better to say something more like:

*"I design and handcraft minimalist jewelry made with opal stones and sterling silver. I use only recycled sterling silver and raw materials and specializes in custom wedding and engagement rings."*

-> **Crafting an elevator pitch will help you speak confidently about your business and sound more professional.**

## YOUR ELEVATOR PITCH

Take your mission statement and try to re-write it using a more personal approach (use the first person!).

*Eg. From Mission Statement...*

*Kiddie Cotton is an online designer boutique selling kids clothing made of 100% organic and sustainable cotton. We aim at offering an alternative to parents who enjoy dressing their kids in trendy and colorful clothing while minimizing their wardrobe footprint."*

*Eg. ....to Elevator Pitch*

*My name is Sarah P. and I am the owner of Kiddie Cotton, an online designer boutique selling kids clothing made of 100% organic and sustainable cotton. My goal is to give parents an alternative from the mainstream clothing brands by designing clothes that are trendy, colorful and at the same time minimize their wardrobe footprint."*

if you feel stuck re-writing your mission statement into your elevator pitch, you can also start with a template (but please do change it to make it more personable!) such as:

**My name is [NAME]. I am the founder/owner/creator of [SHOP/BUSINESS NAME].**

**I offer/design/create [PRODUCTS] for [MARKET]. All my {products} are [DIFFERENTIATOR] so that [BENEFIT].**

*eg.: My name is Sarah P. I am the founder of Kiddie Cotton, an online kids clothing boutique. I create colorful kids clothes for parents that are looking for an environmental friendly, yet trendy alternative to the mainstream clothing brands. All my pieces are made with 100% sustainable and organic cotton to minimize wardrobe footprint.*

*My elevator pitch is...*

# THE END

I hope you know have a clear vision, set of values, mission statement and also a cool little elevator pitch for your online shop/biz. If anything wasn't clear or if you would like feedback on what you come up with, please feel free to ask me anything at [deb@tizzit.co](mailto:deb@tizzit.co)

I am always happy to help!

For more guides and resources to help you turn your handmade shop into a full time gig, access the resource library at [www.tizzit.co/resource-library](http://www.tizzit.co/resource-library)

The logo for TIZZIT features the word in a bold, sans-serif font. Each letter is filled with a different color: 'T' is red, 'I' is purple, 'Z' is teal, 'Z' is dark green, 'I' is light blue, and 'T' is dark purple. The letters have a slight 3D effect with a white outline and a drop shadow.