

We're going to help you craft a simple manifesto based around three big statements based on the following:

- The core of your brand — what you stand for.
- Your value proposition — why customers should buy from you rather than someone else.
- Your service ambition — what customers can expect when they do business with you.

### 1. Why you exist: Your big brand statement

What is the single reason you set up your business? (50 words or less)

### 2. What you offer: What are your value proposition statements?

Price (50 words or less)

Product (50 words or less)

Service (50 words or less)

Delivery (50 words or less)

#### 2.1 Where are you strongest? 50 words or less, choose up to two

#### 2.1 Where is your customer service strongest? 50 words or less