

What makes
you the
only?

The Onliness Statement

Use the following activity to create an 'Onliness Statement'* that will help you find your point of difference. Fill in the gaps below, and if your sentence cannot truly be claimed as 'the only', start again. Use your finalised statement as your north star for all future branding and decision making.

Use the next few pages to brainstorm and narrow down your ideas before filling out your Onliness Statement.

(Company Name)

01

is THE ONLY (what/category)

02

THAT (how/differentiation characteristic)

03

FOR (who/customer)

04

IN (where/market geography)

05

TO (why/unmet need)

06

AT A TIME OF (when/underling trend)

Example

Harley Davidson

(Company Name)

01 Motor cycle producer

is THE ONLY (what/category)

02 Makes big, loud motorcycles

THAT (how/differentiation characteristic)

03 Macho guys

FOR (who/customer)

04 The United States

IN (where/market geography)

05 Inspire them to let loose, escape, and join a gang of cowboys

TO (why/unmet need)

06 Decreasing personal freedom

AT A TIME OF (when/underling trend)

01

What do you do?

What do you create or what service do you provide?
This is the category that your business falls under.

E.g. Harley - Motor cycle producer

02

How do you do it?

How do you do what you do?

This is your differentiating characteristic.

E.g. Harley - Makes big, loud motorcycles

03

Who do you serve?

Describe the communities, organisations and tribes you serve. Pick the top 3. Then narrow to the one that resonates the most with you.

E.g. Harley - Macho guys

04

Where do you serve?

What is your geographic market?

E.g. Harley - The United States

05

Why do you do it?

What unmet need do you fulfill? What problem do you solve? What emotional, intangible benefits do you create for others?

E.g. Harley - Inspire them to let loose, escape, and join a gang of cowboys

06

When are you?

What is happening in the era that you serve? Are there any underlying trends at this time? Is there anything influencing the lives of your target audience at this time?

E.g. Harley - An era of decreasing personal freedom

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stuck, we're
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