

POWER STATEMENT

Unique Selling Proposition (USP), Key Message, Elevator Statement, One-Liner, Positioning Statement... These terms are often used interchangeably and refer to a concise statement that conveys your business's unique value, benefits, or impact in a compelling and memorable way.

In the first example, we're creating a Power Statement in the format of *Approach/Solution* so that *Desired Outcome/Result*.

Great examples:

- "Empowering Moms to Thrive: So that motherhood becomes a fulfilling journey of self-discovery and personal growth."
- "Reviving Moms' Confidence: So that they can embrace their postpartum bodies with pride and feel beautiful inside and out."
- "Simplifying Parenthood: So that moms can focus on creating precious moments with their little ones without the stress of finding quality baby products."
- "Supportive Sisterhood for Moms: So that no mom feels alone on her parenting journey, finding a community that offers guidance, encouragement, and lifelong friendships."



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Another way to create a Power Statement is in the format of *Approach/Solution* is the best way to *Desired Outcome/Result*.

Great examples:

- "Chic and Comfortable Maternity Wear: The best way to feel confident and stylish throughout your pregnancy."
- "Supportive Community of Experienced Moms: The best way to receive guidance, resources, and inspiration for thriving in motherhood."
- "Nurturing Playgroups and Social Events: The best way to foster a safe and nurturing environment for moms and their children to connect and grow."

Your Statement:



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