

Purpose Statement Template



For _____, _____ **is the** _____

Target audience Brand or business name Category or service

that delivers _____

Point of difference

so they can _____

End benefit

because _____

Reason to believe



**Here is a completed example for a fictitious mortgage
broking business**



**For high net worth individuals, aged 35-50 in bayside Melbourne,
who are looking to invest in property,**

Target audience

A1 Mortgage Brokerage is a mortgage broking service

Brand or business name

Category or service

that provides extensive experience in building property portfolios

Point of difference

so they don't have to do the legwork to grow their portfolio

End benefit

**because A1 has 26 years of helping investors optimise their return
on investment in an efficient and productive way.**

Reason to believe

