

GROWTH & STRATEGY — MODULE 19

Spa Identity Statement Builder

Define who you are, who you serve, and what makes you different.

Name:	Date:
-------	-------

Complete each section, then combine into a single identity statement. If it could describe any other spa, start again.

WHAT ARE YOU? (NOT TREATMENTS — THE FEELING, THE PROMISE)

WHO DO YOU SERVE? (BE SPECIFIC — NOT 'EVERYONE')

WHAT MAKES YOU DIFFERENT? (WHY HERE AND NOT THE SPA DOWN THE ROAD?)

Your Identity Statement

Format: “[Name] is [what you are] for [who you serve], where [what makes you different].”

Test It

Criteria	1	2	3	4	5
Could this describe any other spa without changes?					
Would a potential guest know if this spa is for them?					
Does it give your marketing team something to work with?					
Does it make you proud to say it out loud?					