



Business Identity Strategies

What is the difference between an elevator pitch and a bio and more? I'm glad you asked. Here's a brief explanation for each of the business identity strategies. We have highlighted and defined a few of the most common.

Elevator Pitch

A concise, persuasive speech used to quickly convey the value of your business or service to someone unfamiliar with it, often in networking situations.

- **Definition:** An elevator pitch is a brief, persuasive speech that you can use to spark interest in what your organization does or what you do professionally. It should be short enough to deliver in the time span of an elevator ride, usually 30 seconds to 2 minutes.

Components:

- **Introduction:** Who you are or what your business is.
- **Value Proposition:** The unique value you or your business offer.
- **Problem-Solution:** The problem you solve for your customers or clients.
- **Call to Action:** A prompt for the listener to take the next step, whether it's scheduling a meeting or visiting a website.

Example: "I'm Red Hilton, and at Belmont City Press, we help entrepreneurs and sales professionals to write and publish their story with the specific purpose of using their book in marketing and promoting their business. Our ideal client is anyone in sales who wants to position themselves as the go-to expert in their niche and is looking to establish credibility, brand their expertise, & simplify their lives so they may ultimately gain more business. Anyone can benefit from our coaching, workshops, PR, book writing and publishing services. You can discover more about us by visiting BelmontCityPress.com or check us out at BelmontCityPressUniversity.com, which is our online platform where we literally help you write your book in 21 days. Be sure to reach out so that you can Tell us A Story and begin your 21-day-to-author journey."

Professional Personal Bio

A narrative summary of your career background, expertise, and achievements, designed to introduce you to potential clients, employers, or collaborators. Typically written in the 3rd person.

Components:

- **Introduction:** Your name and current role.
- **Background:** Brief summary of your education, experience, and key accomplishments.
- **Expertise:** The specific skills and areas of expertise you bring to your role.
- **Personal Touch:** Something unique about you, such as a personal interest or passion.
- **Closing:** A statement that encapsulates your professional ethos or future aspirations.

Example: "Red Hilton is a seasoned marketing strategist and the founder of Belmont City Press. With over 20 years in the industry, Red has helped hundreds of entrepreneurs and businesses solidify their brand and increase their market share. A former stand-up comedian, Red brings a unique blend of humor and strategic insight to her work. Outside of the office, she's a marathon runner and a passionate advocate for simplifying business processes. Red's latest book, 'The Power of Not Yet,' is a testament to her belief in the potential of every professional to overcome obstacles and achieve greatness."

Business Bio

A business bio is a narrative description of a company, detailing its history, mission, products or services, and achievements. It's used in marketing materials, on websites, and in press releases to give potential clients, partners, or investors a comprehensive understanding of the business. Typically written in the 1st person

Components:

- **Introduction:** Name of the business and what it does.
- **History:** Brief overview of the company's founding and growth.
- **Mission:** The core purpose or values that drive the company.
- **Products/Services:** Key offerings that define the business.
- **Achievements:** Notable milestones, awards, or recognitions.
- **Future Vision:** A look ahead at what the company aims to achieve.

Example: "[Belmont City Press LLC \(BCP\)](#) is a Boston based PR and marketing agency masquerading as a boutique book publisher. BCP works with entrepreneurs and salespeople to centralize their expertise so they may position themselves as the go-to expert in their niche. Anyone looking to establish credibility, brand their expertise, simplify their life, or gain more business can benefit from our [courses, coaching, workshops](#), publishing, and PR services. For more information visit [BelmontCityPress.com](#) or check us out at [BelmontCityPressUniversity.com](#), which is our online program where we literally help you write your book in 21 days.

Taglines/Slogans

A tagline or slogan is a short, memorable phrase that captures the essence of a brand or company. It's often used in marketing materials, advertisements, and on websites to reinforce brand identity.

Example: Nike's "Just Do It." or Belmont City Press's "Tell Us a Story."

Mission Statements

A concise statement that defines your company's core purpose and values, guiding its actions and decisions.

Example: "To inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time." – Starbucks

Vision Statements

A vision statement outlines the company's long-term goals and the impact it aims to have on its industry or society. It's forward-looking and aspirational.

Example: "To create a better everyday life for the many people." – IKEA

Value Proposition

A clear statement that explains why your product or service is the best choice, highlighting the unique benefits it offers to customers.

Social Media Bios

Brief descriptions on social media platforms that summarize who you are and what you do, tailored to engage and inform your online audience.

Press Releases

Written communications used to announce significant events, products, or achievements to the media and public, aiming to generate publicity.

Unique Selling Proposition (USP)

A specific and compelling reason why your product or service is better than the competition, helping to differentiate your business in the market.

Capability Statement

A concise document outlining your business's expertise, experience, and qualifications, often used in B2B marketing and when bidding for contracts.

Client Case Study

A detailed account of how your business successfully helped a client, used to demonstrate your expertise and the tangible results you deliver.

Executive Summary

A brief overview of a larger document, such as a business plan or proposal, highlighting the key points to capture the interest of decision-makers.

Professional Headshot with Accompanying Tagline

A professional image paired with a short, impactful phrase that communicates your identity or professional ethos, used in personal branding.

LinkedIn Summary

A summary at the top of your LinkedIn profile that encapsulates your professional background, achievements, and career goals, helping to attract connections and opportunities.

Brand Story

A narrative that explains the history, mission, and values of your brand, used to build an emotional connection with your audience.

Value Ladder

A strategy that offers customers a series of products or services, each providing increasing value, to build trust and encourage higher levels of investment over time.

Company Vision Video

A short film that communicates your company's future goals and mission, engaging stakeholders and aligning the team around a shared vision.

Sales Script

A pre-written dialogue used by salespeople to guide conversations with potential customers, address objections, and lead to a sale.

Customer Testimonials

Statements from satisfied clients about their positive experiences with your business, used to build credibility and trust with potential customers.

What “person?”

Here’s a guide on the typical "person" used for each of the business identity strategies when writing them for marketing:

Elevator Pitch Usually written or delivered in the **first person** ("I" or "We").

Professional Personal Bio Typically written in the **third person** ("He/She/They").

Business Bio Generally written in the **third person** ("The company").

Taglines/Slogans Usually written in the **second person** ("You") or **imperative form** (direct commands, e.g., "Just Do It").

Mission Statements Often written in the **third person** ("The company" or "Our mission is") or **first person plural** ("We").

Vision Statements Typically written in the **third person** or **first person plural** ("We aim to").

Value Proposition Commonly written in the **second person** ("You get" or "Your benefit").

Social Media Bios Usually written in the **first person** ("I am a...") or **third person** ("She/He/They are").

Press Releases Traditionally written in the **third person** ("The company announces..."). Also it is suggested to follow the AP Stylebook Guidelines when writing a press release. (OurPressCoverage.com)

Unique Selling Proposition (USP) Generally written in the **second person** ("You get" or "Your benefit").

Capability Statement Typically written in the **third person** or **first person plural** ("We specialize in").

Client Case Study Usually written in the **third person** ("The client" or "The company").

Executive Summary Often written in the **third person** or **first person plural** ("We propose").

Professional Headshot with Accompanying Tagline Usually written in the **first person** ("I help...") or **third person** ("She helps...").

LinkedIn Summary Typically written in the **first person** ("I have over 10 years of experience").

Brand Story Generally written in the **third person** ("The brand was founded").

Value Ladder Often written in the **second person** ("You start with...").

Company Vision Video Usually narrated in the **first person plural** ("We envision") or **third person** ("The company aims to").

Sales Script Typically written in the **first person** ("I understand that...") or **second person** ("You can benefit from...").

Customer Testimonials Commonly written in the **first person** from the customer's perspective ("I was very satisfied with...").

Looking to know more? (I mean...who isn't)?

-BelmontCityPress.com - Company website

-BelmontCityPressUniversity.com - learn about writing a book in 21 days

-LaunchOrPromote.com - Launching a new venture or revitalizing an established one, we have you covered.

Marketing ideas, packages, and costs.

- [Workshops and Coaching](#) – From our “Hook, Story, Offer” program to all day events like Improv for Business Communications...here is a list of all of our services, workshops, and coaching programs.

- FromIdeasToApplause.com - This is where your journey from a budding idea to a roaring standing ovation begins. Looking to "take-to-the-stage?" We've got you covered. If you're in sales, learn about 'aligned' signature talks and 'adjacent' signature talks and the benefits of having both.

-MeetYourPublisher.com - Who is Red Hilton? Grab a one-sheet or some insights and see how Red uses her experience as a former comedienne, a marathoner, a mom, and a tired old grumpy lady to compulsively work towards getting herself and others from point A to point B as quickly and easily as possible.

-OurPressCoverage.com - Learn how press releases can help hyper-local businesses like Real Estate Agents and help (inter)national businesses with media coverage.

-AgentMarketingQuiz.com - Specializing in Real Estate agents, we developed a quiz to see how Agents can leverage their personality in their marketing. Are you an Agent? If so, let's find out.

-BookMarketingQuiz.com - Thinking of writing a book? See how writing a book can help you establish credibility, brand your expertise, simplify your life, and ultimately gain more business. This quiz will define how marketing a book would fit into your current marketing plan and what marketing techniques match your personality. Plus, learn how to use your book as a key to open doors to opportunities to talk about your business.

-ImprovForBusinessCommunication.com- It's not comedy, it's communication. Step out of the routine and into the dynamic world of improv to revolutionize your business interactions. This seminar goes beyond the comedy sketches you've seen on TV to delve into the core principles of improv that foster superior communication, active listening, and seamless collaboration.

-BusinessNicheSpecialize.com - writes your 30-second elevator pitch for free. Let us know if you want us to walk you through this!

-TheGameChangersConference.com - An all-day in-person conference covering marketing with Keynote opportunities.

Red

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Belmont City Press LLC

About us: [Belmont City Press LLC \(BCP\)](http://BelmontCityPress.com) is a Boston based PR and marketing agency masquerading as a boutique book publisher. BCP works with entrepreneurs and salespeople to centralize their expertise so they may position themselves as the go-to expert in their niche. Anyone looking to establish credibility, brand their expertise, simplify their life, or gain more business can benefit from our [courses](#), [coaching](#), [workshops](#), publishing, and PR services. For more information visit BelmontCityPress.com or check us out at BelmontCityPressUniversity.com, which is our online program where we literally help you write your book in 21 days. . [Meet Your Publisher](http://MeetYourPublisher.com). Looking to LAUNCH or PROMOTE your business? Let us help LaunchOrPromote.com