

How to Create a Unique Message That Helps Your Business Stand Out

For small businesses across all industries—retail, service, hospitality, wellness, creative, and beyond.

Why This Matters

Westchester County is home to thousands of small businesses—from boutique coffee shops to tech consultants. To thrive, your business needs to stand out. That doesn't just mean having great products or services—it means clearly **communicating what makes you different**.

This guide will walk you through the steps to craft a unique, effective message that draws attention, builds customer trust, and separates you from the competition.

Step 1: Know Your Core Identity

Ask yourself:

- What do I **truly offer** customers beyond just products or services?
- What **values, passions, or problems** drive my business?
- What **do I do differently** than others in my field?

Pro Tip: Avoid generalities like "great service" or "high quality." Dig deeper. For example:

"We're the only pet grooming business in Westchester with a certified animal behaviorist on staff."

✓ Step 2: Identify Your Audience

You can't stand out to everyone—focus on your ideal customers.

- Are they families? Young professionals? Local artists? Commuters?
- What do they care about?
- What problem do you solve for them?

Example:

A local bakery might focus on:

"Busy parents looking for allergy-friendly, homemade treats their kids can take to school."

✓ Step 3: Audit the Competition

Look at other businesses in your space:

- What are **they saying** in their branding and marketing?
- What's **missing**?
- How can you fill that gap?

Goal: Don't copy—**differentiate**.

✓ Step 4: Write Your Unique Message (Your "Why + What")

This is your **brand message**—the heart of your story.

Structure:

"We help [target audience] by [what you do uniquely], because [why it matters to you/them]."

Examples:

- “We help new homeowners in Westchester create eco-friendly gardens—because landscaping shouldn’t cost the earth.”
- “We offer wellness classes designed specifically for aging adults—because feeling strong at 70 matters as much as it does at 30.”

✓ Step 5: Use Your Message Everywhere

Once you've written it, **put it to work**:

- Website homepage
- Social media bios and posts
- Brochures, business cards
- Storefront signage
- Networking events

Keep it consistent—the more people hear your message, the more they’ll remember it.

✓ Step 6: Get Local + Get Personal

Westchester County values community. To amplify your message:

- **Join local chambers of commerce**
- **Collaborate with nearby businesses**
- **Attend or sponsor local events**
- **Highlight “Westchester roots”** in your message (people love local pride)

Final Tips

- Keep your message **clear, human, and conversational**—no buzzwords or jargon.
- Test and tweak! See what **resonates** with your audience.
- A strong message can be the **difference between being remembered—or ignored**.

Example in Action

Before:

“We offer accounting services in Westchester.”

After:

“We help Westchester's small business owners take control of their finances with honest, human-centered accounting—because peace of mind shouldn't come with hidden fees.”