

# MISSION STATEMENT TASK

Hey peeps!

## Your Mission Statement

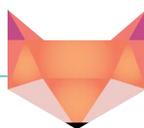
If you want to make a mission statement that you can actually remember, you have to make it personal.

When creating your mission statement, avoid using jargon, buzzwords, or anything too descriptive or fancy. Stick to simple, clear phrasing so your customer can also commit it to memory.

Once you've got a basic outline of your statement, you'll need to tweak and refine until it sits just right with you. Practice saying it to yourself, to the mirror, to your dog and to your mum... anyone that will listen! Don't ask for feedback or advice, as you are the one that knows your business best, but saying it out loud like this will let you hear it properly and you'll get a feel if it's right or not.

*Take a minute to think about the following questions, to remind yourself of the work you do and why:*

- What do you want to accomplish with your business?
- What's the difference you want to make in the world?
- What are you most passionate about?
- What makes your product or service unique?
- Who is your client and how do you serve them?



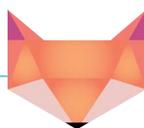
Answer the following, to form your mission statement:

What do I do?

Whom do I do it for?

How do I do it?

What value am I bringing?





Now put these together to form your mission statement!

If you need a hand getting started, this is my example:

**My business teaches creative women how to start a business, offering online courses and live workshops, giving them the confidence, knowledge and encouragement to become independent business owners.**

*My mission statement:*

Once you've got it, share your mission statement in the private group!

