



Day NINE

Your MISSION statement

What is your mission statement?

How does it impact our business and daily decisions?

Think of it as your true NORTH STAR for your business. Just like you tune into your own inner GPS in your personal, spiritual, business, emotional life....

A mission statement is a guiding light for daily choices in your business, short term projects, and long term goals.

We use our mission statement as a steering tool to stay on track and ensure we are building, growing, creating a business that stays true to our overall arching mission behind our business.

HOW do you craft a simple mission statement?

Your mission statement should be crystal clear and concise. It's sole purpose is to help your customers/clients/community understand your purpose and how YOU provide real solutions and value to them.

Your mission statement is a clear guideline for the direction your business, partners, and teammates will look upon often to stay on your right path when choosing projects and strategies to implement for growth.

Answer the questions below to begin to create a simple mission statement.

1. What do you do?
2. How do I do it?

3. Whom do I do it for?
4. What value am I bringing?
5. How do you differ from your competitors?
6. Why did you get into this industry or business?
7. What image/feel do you want to convey to your clients/community/customers?

So NOW we scribble. We are not aiming for perfection or polished first time round or even the fifth time around. What we are trying for is to create a short paragraph (2-3 sentences at most) that helps your clients understand what you do, for whom, why and in a way that creates YOUR vibe!!

Write.

Read aloud to yourself or on audio.

Listen back.

Read it to a trusted friend, partner, business bestie.

Get feedback.

Make any changes that you think would help clarify your message from the feedback you got.

Continue tweaking till you've got a zippy, inspirational, crystal clear message that brings a good vibe to your clients about your business.

Here are a few well known examples of mission statements:

Nike - To bring inspiration and innovation to every athlete in the world.

Starbucks - To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

Uber - Uber is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers.

So the best mission statements are simple and clear. They don't have to be clever, long or overthought.

Without giving it much thought, write out your first draft of a mission statement for your business.

Remember those words, images that we created as pre-work? Now's the time to dig into the vibe that you want your community to feel when they are working, intertwining, buying and referring you and your company!

Vibes matter! Words create that vibe!!

Looking back over your first draft, can you simplify it?

Can you omit anything extra?

Can you change a word or two to something with MORE pizzazz and zip?

Craft a simpler statement from your first draft, trying to shorten and add your vibe.

You can continue simplifying or if you feel pretty, gosh darn content, stop where you are at and embrace the mission of your business!

Here's an extra experiment if you are up for the challenge:

Looking at your new, flashy, loving mission statement, how can you bring this message to the world?

What topics could you easily intertwine that would support this mission? Write 3 topics below that support your new mission statement:

1. _____
2. _____
3. _____

What medium would be the best way to communicate ONE of the above topics?

Writing a blog post

Newsletter

Crafting a social media post

Meme for Facebook/Instagram/Pinterest

A tweet

Live stream

Choose ONE medium that feels really good to YOU.

1. _____

Now choose ONE platform where you feel this message would communicate your message/topic/business and clearly support and give value to your tribe.

1. _____

If you feel inclined, I invite you to start sharing your beautiful message to the world and asking your community to also share with anyone they feel would be supported by you!!

Have fun, be gentle with yourself and KNOW that there is no right or wrong. It's all a practice of growing into our business and who we are at our core!!

A snippet from Entrepreneur Magazine on crafting your mission statement:

Use "radiant words." Once you have the basic idea in writing, polish the language of your mission statement. "Every word counts," says Abrams. Your statement should create dynamic, visual images and inspire action. Using offbeat, colorful verbs and adjectives will spice up your statements. Don't hesitate to drop in words like "kaleidoscope," "sizzle," "cheer," "outrageous" and "marvel" to add zest. If you want customers to boast about your goods and services, say so--along with the reasons why.