

# YOUR MISSION

## *What Are You Out to Do, Make or Change?*

Answer these questions and finally cross “write mission statement” off your to-do list.

1

What is your passionate belief as an entrepreneur?

*This should be the reason your company exists*

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2

What does your company do or make?

*The actual product or services that people can buy from you*

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3

Who do you do or make this for?

*The most common thread among your ideal customers that describes them as a group*

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4

What problem does your company solve for them?

*Gives them more time, makes them feel better, directly makes them money, etc.*

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5

How do your customers' lives change as a result of what you do or make?

*If your service or product solves a problem for your dream customers, magic happens.*

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Use the information you collected above in conjunction with this script to write the first draft of your Mission Statement. Then edit and play with the order to get it just right.

Guided by the belief that \_\_\_\_\_ ,  
(YOUR MOST PASSIONATE BELIEF)

\_\_\_\_\_ exists to serve \_\_\_\_\_  
(YOUR COMPANY NAME) (YOUR IDEAL CUSTOMERS)

by creating/offering/providing \_\_\_\_\_ that help(s) them  
(YOUR PRODUCT OR SERVICE)

\_\_\_\_\_ so they \_\_\_\_\_  
(THE PROBLEM YOUR COMPANY SOLVES) (HOW CUSTOMERS LIVES CHANGE AS A RESULT)