

# Developing a Mission Statement for Your Business

**Your mission statement:** Defines the purpose of your business and the effect you intend to have on the world around you. It states what you do for others and the approach you follow in order to achieve the aspirations you've set. Think of your mission as the route you'll follow to achieve your vision and the promise you make to those who will do business with you.

In one sentence describe what your business does: \_\_\_\_\_.

\_\_\_\_\_.

In a minimum of words, describe what your business offers your customers \_\_\_\_\_.

\_\_\_\_\_.

In a phrase, describe the group of people you serve \_\_\_\_\_.

\_\_\_\_\_.

What benefit(s) or positive outcomes do you "promise" your customers? \_\_\_\_\_.

\_\_\_\_\_.

**EXAMPLE:** (Name of Your Business) provides (description of the product(s) or service(s) that your business provides) for (describe the group of people you serve ) who seek ( define the positive benefit you deliver )

In one sentence create your Mission Statement:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

