CONNIE KROSKIN CONSULTING

Brand, Marketing & Social Media Consulting
Get Strategic and Get Results!
612.730.9228 connie@conniekroskin.com
conniekroskin.com

Mission Statement Worksheet

Mission Possible

Your mission statement should literally define the mission of your business. Why are you here? What are your primary goals?

Seeing how motivated and dedicated you are to your own business can build credibility, trust and excitement.

Done correctly, your mission statement will set you apart from the competition and appeal to your target markets.

Take a look at one of Apple's mission statements and their use of adjectives. Use adjectives in yours that define the hoped-for, highest and best outcome of working with your service or product.

> *Apple designs Macs, the **best** personal computers in the world, along with OS X, iLife, iWork and professional software. Apple **leads** the digital music revolution with its iPods and iTunes online store. Apple has **reinvented** the mobile phone with its **revolutionary** iPhone and App Store, and is **defining the future** of mobile media and computing devices with iPad.*

Note how Apple combined these elements into an engaging mission statement that also positions the company as a leader. They do not focus on the technology behind their products, but rather the success strategy of the products.

Your mission statement can be strategy focused, a positioning statement or description of your goals or chief attributes. Whichever way you choose to develop it, including the three steps below will ensure it does what it needs to do and resonates with your target markets.

Your ultimate best business goals
+ The ultimate best customer experience
+ How you provide that experience
= Mission statement

> *My mission is to be a top, sought-after Marketing Strategy Consultant who provides businesses of all sizes and types the **ultimate** expression of their brand, get their marketing to work **as hard for them as it possibly can**, and help them develop **lucrative** relationships with their clients, prospects, and referral partners. I do this by creating **highly effective** sales and marketing tools that **get better than expected results.***

Write down your top business goals as succinctly as possible:

Write down the ultimate experience you desire for your clients:

Write down how you provide that experience:

Combine the previous three steps with appropriate adjectives into one paragraph:

Congratulations on creating your new mission statement!