

MISSION PROMOTS | SUMMER SCHOOL

[Listen to episode 194](#) for context and support as you work through these prompts. They can feel sticky at first (that's normal!) so put some time aside, remove distractions and let your answers evolve!

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THREE AREAS

A great mission is one that...

- You're good at
- Excites you
- People want and will pay for

Think of it like a Venn diagram - you want your business to sit at the centre!



MISSION

My business exists to...

Outline the problem you solve or the desire you help people to fulfil

My business is aimed at...

Consider the relevant demographics (age, location etc) and the psychographics (ambitions, pain points, interests, frustrations etc) which unite your ideal client/customer

I help them to solve their problem / fulfil their desire by...

What do you offer? What transformation do you give people? What is your genius?

As a result of this transformation they...

What is the impact of your offering(s)? What does it leave people feeling / knowing / able to be?

IMPACT

I want people to describe my business / work as...

Consider the personality you want your business to have

People choose my business over others with similar offerings because...

Consider what makes you different - your approach, values, story etc

My dream testimonial would be...

Consider what you'd want them to say about both your offering and your business

STATEMENT

Have a go at summing your mission up in 1-2 sentences...

