

PURPOSE, MISSION & VISION



WHY - Your Purpose

Why do you do what you do? Why did you create this business/brand. What is your greatest motivator? Note: It shouldn't be money-related.

WHAT - Your Mission

What service/product are you offering and what impact are you going to have on your client? Also discover your core values in here. Every opportunity that arises for your business you need to ask: Does this align with my Mission & Values? If it does, go for it. If it doesn't, politely decline.

WHERE - Your Vision

Where do you see your business going? Where will it be in 1, 2, 5 years time? These are your goals and aspirations - they are ever-changing as you grow and move through your business.

Come back and fill me in once you've done the next page. Print me off & stick somewhere you'll see it daily.

Purpose

Mission Statement

CORE VALUES

Vision (12 months)

Affirmation:
My brand is strong, conscious and consistent. It resonates with my ideal client.



Purpose

Why have you created this business? What has called you to create it? Did you find a gap in the market? Do you want to help people? Do you want to change something? Ready, set, BRAINSTORM. **Note: This shouldn't be money-related.**

Mission Statement

What are you offering and what impact are you going to have on your client?

CORE VALUES -

What do you want your business to be known for? Honesty, happiness, quality?

Example - here is mine.

To **offer** detailed, heart-centred brand strategy, development & design for female entrepreneurs **so that** they can create a business that has strong, consistent and considered branding.

To _____] offering

so that _____] impact

Vision

Where do you see your business going? What are your goals and aspirations?
