



How To Define Your Vision, Mission & Values

ESTABLISH A MOVEMENT THAT PROPELS
YOUR BUSINESS FORWARD FAST

TASK

DEFINE YOUR VISION

WHAT ARE THE DREAMS AND DESIRES OF
YOUR IDEAL CUSTOMER?

WHY DO THEY WANT THESE THINGS?

WHAT'S HOLDING THEM BACK FROM
GETTING WHAT THEY WANT?

TASK

DEFINE YOUR VISION

HOW ARE THEY CURRENTLY BEING LET
DOWN BY SOCIETY OR THEIR INDUSTRY?

FINISH THIS SENTENCE: IT'S NOT FAIR THAT
MY IDEAL CUSTOMERS (XXXX) HAVE TO
(XXXX). THEY DESERVE (XXXXXX)

NOW WRITE DOWN THE INSPIRING VISION
THAT YOUR COMMUNITY CAN GET BEHIND:

TASK

DEFINE YOUR MISSION

WHAT RESULTS DO YOU GET FOR YOUR CUSTOMER?

WHAT MAKES YOU OR YOUR OFFER UNIQUE?

WHAT SORT OF PERSONALITY DO YOU WANT TO PORTRAY?

TASK

DEFINE YOUR MISSION

WHAT EMOTIONS DO YOU WANT YOUR
READER TO FEEL?

WHAT WORDS EVOKE THOSE FEELINGS THAT
YOU COULD USE IN YOUR COPY?

NOW WRITE DOWN THE PERSONALITY
PACKED, RESULTS DRIVEN MISSION
STATEMENT YOUR CUSTOMERS WILL LOVE!

TASK

DEFINE YOUR VALUES

WHAT ARE YOUR
PERSONAL VALUES?

LIST THE VALUES IMPORTANT TO
YOUR IDEAL CUSTOMER AND/ OR TEAM

ASK YOUR FOLLOWERS WHAT VALUES THEY
THINK YOU STAND FOR:

TASK

DEFINE YOUR VALUES

WHAT ARE THE VALUES YOU SHARE WITH YOUR CUSTOMERS AND TEAM?

DO THESE VALUES GET YOU EXCITED AND FEEL LIKE A GOOD FIT FOR YOUR BRAND?

DO THESE VALUES ALIGN WITH YOUR VISION AND MISSION?

OUR VISION

A VISION, MISSION & VALUES TO LIVE BY

OUR VISION

OUR MISSION

OUR VALUES
