

# Mission Statement Formula

Craft a clear, compelling mission in one sentence using a fill-in-the-blank formula.

## The Formula

- I help [SPECIFIC AUDIENCE] achieve [SPECIFIC OUTCOME] through [YOUR METHOD/PRODUCT].
- Keep it under 20 words
- Use plain language a 12-year-old would understand
- It should make someone say 'Oh, I know someone who needs that'

## Example 1: Freelance Designer

- Audience: Solo founders launching their first product
- Outcome: A professional brand identity in 5 days
- Method: A streamlined design sprint
- Mission: 'I help solo founders get a professional brand identity in 5 days through a streamlined design sprint.'

## Example 2: Online Course Creator

- Audience: Busy parents who want to learn guitar
- Outcome: Play 10 songs confidently in 30 days
- Method: Bite-sized video lessons (15 min/day)
- Mission: 'I help busy parents play 10 songs on guitar in 30 days with 15-minute daily video lessons.'

## Example 3: Local Service Provider

- Audience: Homeowners preparing to sell
- Outcome: A spotless, show-ready home
- Method: Deep cleaning + staging consultation
- Mission: 'I help homeowners get their house show-ready fast with deep cleaning and staging advice.'

## Stress-Test Your Mission

- Can you say it in a single breath? If not, shorten it.
- Does it name a real person (not 'everyone')?
- Does the outcome sound desirable enough to pay for?
- Could a stranger repeat it back to you accurately?