



The Mission Statement Formula

FOR YOUR SERVICE-BASED BUSINESS

Every business needs a mission statement. A mission statement is one sentence that clearly explains what your business is, who it's for, and how it's different. This statement is key in attracting your audience and fostering trust with them from the get-go. This formula works best for service-based businesses but is helpful for anyone starting a business! You can use it on the homepage of your website, on your social media profiles, and when people ask you "what do you do?"

Alright, let's get started!

The Formula



I help _____
(YOUR TARGET AUDIENCE)

with _____
(WHAT YOU OFFER)

through _____
(HOW DO YOU DO IT & HOW
ARE YOU DIFFERENT)

Here are a few examples

I help small business owners with branding through branding packages that will equip them with all the tools they need to launch their brand with confidence and ease.

We help wedding photographers with website design through our 2-week webdesign package.

I help young women entrepreneurs with their new business through business coaching classes that will help them start and grow their business.