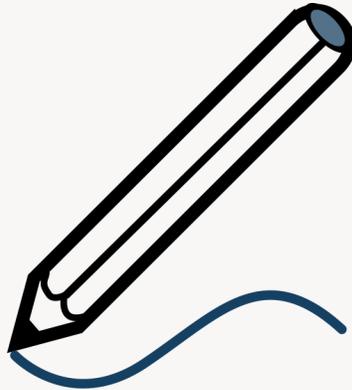


BUSINESS CLARITY

T A K E A C T I O N



COMPOSE YOUR
MISSION STATEMENT

BRANDIFYHQ.COM

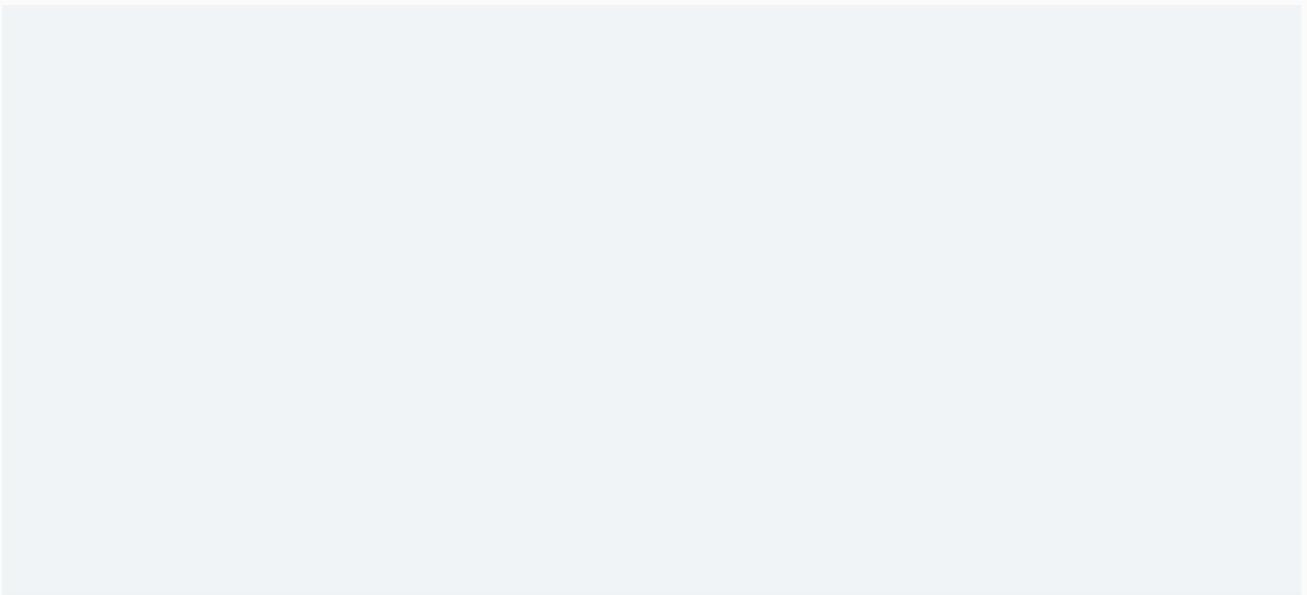
BRAND MISSION STATEMENT

Summarize your answers into a clear business mission statement that includes:

- 1. What you do.**
- 2. Who you do it for.**
- 3. How you do it.**
- 4. How it will benefit your client.**
- 5. Why they should buy from you.**

For example, I help entrepreneurs launch their businesses by coaching them so they can clarify their brand strategy, easily create a website and start making money doing what they love.

Write your Brand Purpose Statement here:



Need a little guidance?

Use the The Brand Statement Template on the next page.

BRAND MISSION TEMPLATE

Need a little help? Use the following formula to write your business mission statement.

The Brand Promise Statement Formula:

I (verb) for (ideal client) by (what you do), so they can
(big benefit) without (problem).

Example: "I (1) empower (2) entrepreneurs to scale their business by (3) co-creating an irresistible branded websites strategically designed to convert and scale with their business, so they can (4) attract their ideal clients and confidently market and sell their services at prices that reflect the value of their offers without (5) the stress & overwhelm of DIY'g it or wasting time and energy working with various contractors to do it for them.

Write your Brand Promise Statement here:

