

## What's a mission statement?

The value of a mission statement, and how to write one.

A mission statement might seem a little silly, but it can be a useful tool for helping you to stay on track and understand your own vision and values. It can also provide you with clarity about what you're doing and **why**, and help fuel your sense of purpose.

There's a big difference between writing a corporate mission statement, and writing a personal and/or creative one. The best place to start is with **yourself**. Brainstorm around some of the following question to get clarity about who you are and what you believe in.

- What are your **values**? Do you believe in honesty, creativity, wealth, helping others, following your muse, love, danger, self-reliance, justice, community service, efficiency – what?
- What do you do **well**? Where in your life have you experienced success? If you can't think of anything concrete, what have others praised you for or seen as your successes?
- Who **inspires** you? Are there any well-known people you look up to? What about friends or family? What qualities do they all have in common?
- What moments in your life (personal/business/creative) have made an **impact** on you? Why?
- What's happening when you're **happy**? What do you **love**? What can you learn from this?
- Where would you like to **improve** in your life? Again, look at all the elements of your personal, business and creative life. When are you at your best? What about your worst?
- If you didn't have to worry about money any more, and your days were all completely free of other distractions – what would you do with your life?
- Finally – what **promises** have you made to yourself about the kind of life you want to live?

Now, the tricky part - distill this all in to one sentence. Start with the word "To...". For example –

- "To create beautiful paintings that show to world in a new light and move people."
- "To help families connect and celebrate by taking photographs of their children."
- "To create written pieces that tell an engaging story and explain heartfelt ideas."

**Make it short – memorable – concrete – inspiring!**

Your goal with a mission statement is to answer some of **the big 'why' questions** – why are you doing this? Why does your business exist? What is your purpose? Why this and not simply a job working for someone else?

If you can explain this to yourself and others, it will positively affect every aspect of your personal, business and creative life – and give you a head start when it comes to your marketing.

In terms of creating a mission statement for your business, check out this fun video –

- *How to Write a Mission statement That Doesn't Suck* – by the Fast Company

<http://www.youtube.com/watch?v=LJhG3HZ7b4o>

If you found this info sheet helpful, please visit

[www.creativeplusbusiness.com](http://www.creativeplusbusiness.com)

for more resources aimed at helping creative businesses.