

# How to Write a Mission Statement

by Rebecca Game

Writing your mission statement is not as hard as you think. If you ponder on the words they establish what your business goal entails. It's the intended mission of your business.

You already know what you want your business mission to be, so writing the mission statement is just part two. It should include:

- 1. Who you are**
- 2. What you do**
- 3. How you do it**
- 4. And who you do it for**

Now that's not hard is it? Of course not! The only tricky part is getting it into a short concise "statement" instead of a story! I'll help you with that....

I'll use the Digital Women mission statement throughout the example. We'll start off with Who we are:

**Digital Women**

Next we will include "What we do":

**provides an international online community**

Next we will include "How we do it":

**providing resources and business tools, an interactive mail list, etc.**

And lastly, "Who we do it for":

**for women in business, businesswomen and all women around the globe.**

Now that part was also easy and you are on your way to seeing how to write a mission statement. The next part is just putting all of the above together which we did like this:

Digital Women ® provides an International online community for women in business, business women, and all women around the world. Inside you will find free business resources and tools including information about grants for women, free business tips, home business ideas, free marketing and sales tips, how to write a mission statement, free daily planner, how to business articles for women and an opportunity to join and promote your business right here!

Let's say you sell candles. A good mission statement might read like:

Candy's Awesome Candles help light up the world through lead-free, aromatic, home-made candles that brighten any room in home or office for anyone who lives life through their senses.

Now even though this is a really short mission statement, it covered all 4 of the above "parts of a mission statement" which was "who you are, what you do, how you do, and who you do it

for".

Another example of a good mission statement for someone selling corporate type gift baskets:

"Gift Basket Elite" provides corporate gift baskets handmade with special attention to customer detail using only quality materials and upscale products for the corporate gift giver with discounts provided for company personnel recognition and awards programs.

And for another slant on mission statements...

### **Writing a Mission Statement** by Tracey Lowrance

Customer service is an integral part of your marketing program. Without it your marketing efforts are useless! Astute managers and entrepreneurs know that customer loyalty is an absolute necessity for profitable businesses. Although we know how important customer loyalty is - it can make or break you - we sometimes fall short in giving our customers the quality of service they require and deserve. Consequently, our customer retention ratio drops. A clearly defined customer service mission statement is the key to unlocking your customer's loyalty "vault".

The customer service mission statement functions as the heart of your marketing strategy. It provides a focal point to ensure your customers are satisfied with your product or service. As you develop your mission statement, make sure it has the following requisites:

- 1.) Realistic - It should be practical and workable, and in tune with the prospective customer's needs.
- 2.) Specific - It should contain exact goals and how they will be reached.
- 3.) Flexible - You should be able to change it to meet your customers changing needs.
- 4.) Simple - It should be brief, but powerful.

Take a look at these customer service mission statements:

"Wal-Mart - To provide a range of products that deliver value to Middle America."

"A small book binding company - To guide customers through the entire publishing maze."

It should also answer these questions:

- 1.) What is my business? - This should be answered from the customer's viewpoint.
- 2.) What do my customers want? - Don't make or sell something because you think you know. Ask your customers what they want & deliver.
- 3.) How focused are we with our assets? - Make sure you are using your assets to promote you in the area where you have equity.

If properly developed, your mission statement will flow over into every aspect of your business - advertising, promotion, employee relations, supplier relations, etc. Write it down and keep it close at hand. Why? Because it will keep you fully focused on what needs to be done and why it needs to be done!

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