

Day 2 Mission Statement Worksheet

Before we dive into outreach and guest speakers, it's important to get clear on your mission. This statement becomes your compass for WHO to invite into your community and WHO to partner with as guest speakers.

■ Framework:

My mission is to help [WHO] achieve [TRANSFORMATION] by providing [CONTENT / TOOLS / SUPPORT].

Who do I serve?	
What transformation do they want?	
What will I provide to support them?	
Draft Mission Statement:	

■ Examples:

- My mission is to help busy moms achieve financial freedom without sacrificing family time by providing step-by-step digital marketing tools and community support.
- My mission is to help entrepreneurs stuck trading hours for dollars achieve consistent recurring income by providing proven frameworks, accountability, and guest expert training.
- My mission is to help dads in their 40s achieve time freedom and presence with their kids by providing a supportive community and simple income-building strategies.

Take 5 minutes to draft your mission statement now. This will guide who you reach out to and the type of guest speakers you invite into your community.