

Mission Statement Worksheet

Your mission statement helps you stay focused on WHO you serve, WHAT transformation you help them achieve, and HOW you do it.

■ Mission Statement Formula:

“My mission is to help [who] achieve [specific transformation] by providing [content, tools, support, etc.]”

Examples:

- My mission is to help women in their 50s feel strong and confident by providing simple fitness routines, nutrition tips, and a supportive community.
- My mission is to help busy parents achieve time and financial freedom by providing step-by-step business systems and mentorship.
- My mission is to help homeschooling moms contribute financially while educating their children by providing family-friendly business training and resources.
- My mission is to help professionals retire in 3 years by providing clear wealth-building strategies, tools, and accountability.
- My mission is to help people living with chronic pain create flexible income streams by providing practical strategies and supportive encouragement.
- My mission is to help women reduce stress and feel empowered by providing daily encouragement, simple self-care practices, and a community where they are seen, heard, and supported.
- My mission is to help women overcome self-doubt and walk confidently in their calling by providing biblical affirmations, mindset coaching, and a supportive community of faith-filled encouragement.
- My mission is to help everyday people launch a profitable online business by providing step-by-step training, done-for-you tools, and a community of mentors who share what's working now.
- My mission is to help people living with chronic pain create flexible income streams by providing practical business strategies, encouragement, and a community that understands the ups and downs of working through pain.
- My mission is to help homeschooling moms balance education and entrepreneurship by providing family-first income strategies, time management tools, and a community of like-minded moms.
- My mission is to help busy professionals stay consistent with their health goals by providing simple workout plans, nutrition guidance, and an accountability community that keeps them motivated.
- My mission is to help families prepare for retirement with confidence by providing financial education, actionable planning tools, and a supportive community that shares resources and experiences.

■ Prompts to Create Your Mission Statement:

1. Who do you want to serve? (ex: parents, professionals, women in their 50s, etc.)
2. What transformation do they want to achieve? (ex: confidence, freedom, recurring income, better health)
3. How will you help them achieve it? (ex: tools, training, accountability, support, community)

🏠 ■ My Mission Statement:

Remember: Your mission statement is the foundation of your community. It guides your outreach, your offers, and the people you attract.