

Women ROCKING BUSINESS

Prep for your Mission Statement: What values do you want to represent in your business?

Being in touch with what we value brings us back to ourselves. Consider the following values, and then narrow it down to five. For instance if you want to start up an outdoor program for kids, your values might be adventure and recreation.

Giving	Peace	Humor	Spontaneity	Harmony
Acceptance	Loyalty	Connection	Confidence	Accountability
Patience	Integrity	Play	Creativity	Learning
Forgiveness	Empathy	Intimacy	Leadership	Responsibility
Faith	Thoughtfulness	Partnership	Fairness	Assertiveness
Authenticity	Grace	Understanding	Respect	Optimism
Kindness	Appreciation	Honor	Tenderness	Childlikeness
Adventure	Inspiration	Sincerity	Commitment	Affection
Maturity	Cooperation	Communication	Romance	Balance
Dignity	Joy	Interest	Awareness	Beauty
Simplicity	Passion	Diligence	Clarity	Commitment
Curiosity	Discovery	Closeness	Safety	Ambition
Abundance	Spontaneity	Adventure	Flexibility	Prosperity
Fun	Education	Courage	Dreaming	Freedom
Recreation	Mastery	Guidance	Preparedness	Rest
Self-Care	Solitude	Sensuality	Spirituality	Independence
Spunk	Parenting	Financial Freedom		

Narrowing your list of Priority Values down to 10:

And now, narrowing your List of Priority Values down to 5:

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Your Mission Statement

*It is better to be boldly decisive and risk being wrong,
than to agonize at great length and be right too late.*

- Marilyn Moss Kenedy

The Mission Statement:

A mission statement is a recipe for the purpose of your business and a reflection of your innermost authentic desires. A well-written mission statement can be used to help you make decisions and find clarity in a world where we are required to make frequent decisions regarding how we spend our time and energy. A mission statement can keep you on track and prioritizing that which is most important to you, helping you continually move toward your vision as well as embrace your life exactly as it is right now.

Rules of a Mission Statement:

A mission statement should be **no more than a single sentence long**, and I want you to commit your Mission statement to memory so that you know it in your bones. AND, if you are an "Idea Junkie" keep your Mission statement SPECIFIC, don't try to fit all your interests into one mission statement. Pick the causes and groups and service you're most excited about right now.

What your Mission statement is NOT:

Your mission is not your job, it's not your role as wife or mother, it's not your "To-Do" list, it's not a random career path that you just ended up in, your mission is not to work really really hard and suffer, your mission won't require you to compromise and lower your standards for what you really want and your mission is not solely to move to another city or country, but more what you will do and who you will become when you get there.

You may be living your mission right now! Be authentic and honest with yourself & your Mission will feel like home... AND, it may bring up some fear or nervousness- which is actually an indicator that you're pointed in the right direction!

3 Steps of a Mission Statement:

Adapted from the wonderful book 'The Path, Creating Your Mission Statement for Work and for Life'
by Laurie Beth Jones

1st: Choose your three most meaningful, purposeful and exciting verbs—the action words that will shape your future activities. (Look over your Essence list, your top 5 Passions, your Values, and reflect on what you do naturally.)

Examples: (Circle those that inspire you) create, teach, enthuse, share, lead, entertain, identify claim, give, dream, speak, communicate, educate, connect, present, love, participate, worship, travel, reform, receive, trade, practice, manifest, model, organize, enlist, improve, gather, discover, build, understand, value, sell, write, support, reform, heal, validate, nurture, persuade, verbalize, produce, launch, motivate, consider, construct, further, drive, brighten, advance, compel, complete, associate, translate, evaluate, praise, illuminate etc.

2nd: What do you bring? What is your core service, gift, message or Purpose? What do you want to devote your life to? (Refer to your Values worksheet. Consider what excites you, what makes you angry, what do you find yourself complaining about, what do you want to see more of in the world? What are you passionate about? What is your life purpose?)

Examples: (Circle those that inspire you) healing, service, freedom, integrity, art, education, creativity, beauty, justice, family, joy, prosperity, expression, empowerment, healthy, environment, order, wisdom, equality, balance, love, peace, wholeness, safety, etc.

3rd: Consider who or what you are here to help. The field, group or cause that you want to serve, be around, learn from, inspire or impact in a positive way. If you desire to or have already started a business, one of the biggest secrets to finding people who will pay for what you have is to find a “Niche”. Having a clearly defined niche helps people see that you can solve their problem and invest in your skills or services.

Examples: (Groups - Circle those that inspire you) children, business owners, teachers, moms, pregnant women, single people looking for a relationship, people who want to lose weight, the elderly, substance abusers, people who have cancer, people who have chronic pain, people who are confused about religion, the handicapped, teens, animals, veterans, the homeless, non-profit organizations, women, men, start-up companies, students, artists, etc.

Once you have chosen or gotten a sense of your answers intuitively, here's an example template for combining them into a mission statement:

My Mission is to:

_____, and

(Your three verbs)

(Your core values)

to, for, or with

(The group, cause or organization that most excites or moves you)

*Note: This is one example format. Don't feel constrained by it!
Your mission statement is for you and can be written in ANY format.*

Examples of mission statements include:

- *"My mission is to create, nurture, and maintain an environment of growth, challenge, and unlimited potential for children."*
(Home-schooling Mom)
- *"My Mission is to uplift, heal, and re-inspire the appreciation of life for mothers who have lost their children."*
(Grief Counselor)
- *"I am here to uphold, support and inspire trust, honesty and integrity in all relationships."*
(Relationship Coach)
- *"To inspire, support and empower Women in search of the highest expression of their Authentic Life Purpose & Prosperity."*
(Sage)

25 Marketable Mission Statements

(Yes, feel free to use these or adapt them! They are yours for the using!)

MISSION STATEMENT #1: Emotional Intelligence Mentor

I teach women who struggle with anxiety to become masters of their emotions so they can always control their emotions rather than their emotions controlling them, while at the same time learning the valuable wisdom their emotions can teach them and shifting their life toward more peace and joy.

MISSION STATEMENT #2: Prosperity Mentor

I work with individuals and families to set themselves up for early retirement, leave a legacy and live their legacy today.

MISSION STATEMENT #3: Vegetarian café owner

I provide people with healthy, fresh, ready-to-eat food in a peaceful environment so they can recharge and nurture themselves while enjoying a meal alone or with their loved ones.

MISSION STATEMENT #4: Executive Consultant

I teach executives who struggle with overwhelm and breakdown to claim their leadership and implement structures that free them from being a bottleneck as they empower their team to become an unstoppable force of efficiency, productivity and service.

MISSION STATEMENT #5: Relationship Coach

I support women who find themselves single again in mid-life to get out into the world and date again, and get really clear on the kind of relationship they want so that they can find their divine right partner.

MISSION STATEMENT #6: Social Media Expert

I support online business owners to master client attraction through social media in just 10 minutes a day.

MISSION STATEMENT #7: Beautician

I inspire women to defy time by teaching them beauty enhancing techniques that curb the effects of aging.

MISSION STATEMENT #8: Weight Loss Expert

I teach women to beat their sugar cravings and lose weight using lasting nutrition habits without dieting.

MISSION STATEMENT #9: PSYCHIC

I help people get a glimpse into their future by providing them intuitive advice so they can make key decisions in their lives with as much information as possible.

MISSION STATEMENT # 10: Couples Counselor

I Support couples who struggle in their communication, connection and intimacy. I teach them to overcome the distance between them, and to fall in love again.

MISSION STATEMENT #11: Mentor for Teens

I teach young adults, teens and their parents who are overwhelmed and uncertain about their future to find the right path after high school.

MISSION STATEMENT #12: Videographer

Through video and media, I help business owners create and share their personal stories as a marketing tool to magnetize their ideal clients.

MISSION STATEMENT #13: Parenting Coach

I support parents to help them better understand their children so they can have more connection, less stress, and an incredible child-parent relationship.

MISSION STATEMENT #14: Midwife

I mentor women through the process of pregnancy so they can have an amazing journey, a smooth, easy labor, and I set them up to have the best possible first few months as a mom.

MISSION STATEMENT #15: Menopausal Health Care Provider

I help women understand and navigate the journey through menopause so they can stop stressing about their health and feel comfortable and healthy in their bodies.

MISSION STATEMENT #16: Yoga Teacher

I teach group yoga movement & meditation classes for women who want to reduce stress and find peace in their lives and bodies.

MISSION STATEMENT #17: Realtor

I support families to find a dream home that can grow with them, as their children grow.

MISSION STATEMENT #18: Massage Therapist

I help people get free from back and neck pain through bodywork and massage therapy sessions.

MISSION STATEMENT #19: Creativity Coach

I support artists who have a body of work and want to make a living selling their art, I help them establish a presence and turn one time buyers into loyal collectors.

MISSION STATEMENT #20: Writing Coach

I help writers get their book done in 90 days or less.

MISSION STATEMENT #21: Divorce Mentor

I support people who are suffering through a painful breakup or divorce to use their pain as fuel for the next chapter... so that they can recreate their life the way they want it.

MISSION STATEMENT #22: Day Spa Owner

I provide the space for people to come and heal themselves, no matter what's going on in their life whether it's stress or chronic pain, I provide them the tools and environment for whole body healing

MISSION STATEMENT #23: Website Designer

I help professionals launch their first or next website so that their future customers can find them, and hire them.

MISSION STATEMENT #24: Wedding Planner

I support couples to design their special day as a reflection of them, I help them write their vows, creatively craft their ceremony, I handle all the details and consider the needs of all who will attend so they can relax and enjoy the best day of their lives.

MISSION STATEMENT #25: Retreat Center Owner

I invite individuals and groups to step away from their normal lives, visit a tropical paradise, experience valuable reflective time so they can transform their lives in all the ways they desire.

Committing to your Mission:

"Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance which no one could have dreamed would come their way. Whatever you can do or dream you can, begin it! Boldness has genius, power and magic in it. Begin it now."

- Goethe