

# Build Your Mission and Vision

## My Personal Mission Statement

Now that you know your values, you will use these as a basis for your decisions in the future and for setting goals. Additionally, it may be helpful at this moment to begin thinking about a personal mission. This is different than a mission for your business, as it is more a statement of how you live your life than a money-making venture. (though money is certainly part of living a prosperous life). It may be helpful, though to begin thinking in business terms, and then move to a larger overall view of your life.

To begin writing your personal mission statement, get into a quiet place with paper and pencil. Burn a candle or put on some soothing music to get your mind flowing easily and to help you relax. Take as much time as you need and when you are ready, answer these questions:

**How would I describe what I do for others? (ex. Inspire, empower, cheer up)**

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**Who do I do these things for? (ex. People, entrepreneurs, doctors, lawyers)**

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**How do I do it? (ex. Through service, business or strategies like books)**

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**How do they benefit? (ex. More sales, peace, prosperity)**

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(A special thanks to my personal coach, David Koons for sharing this process).

Now take some time to write your mission in long form, for your business and a personal mission by putting each of the answers to these statements into a simple paragraph, two line and one line mission.

Here is an example of my personal mission statement in all three of these formats:

**Stephanie Frank's Mission Example**

It is my mission to educate, motivate, empower and assist service-based entrepreneurs such as coaches, speakers, consultants and trainers to leverage and package their unique knowledge. I help them see the marketability of their expertise, focus on their plan and assist them with the development, creation and online marketing of their information product line. I do this through my own series of step by step do it yourself information products, live events, group coaching, teleclasses, online courses, and one to one assistance. I create more sales, more net income, passion, purpose and personal freedom for my clients and myself through my business efforts.

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