

Hoe To Write A Mission Statement

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Mission Statement

A Mission Statement is the description of your business.

It is the present and future task that your business plan on accomplishing. In about a paragraph or more, up to one page. You should mention the reason your business is in existence.

There are 8 key components that you can include in your Mission Statement. Note: you do not have to put them all in your Mission Statement. You can include only the ones that you feel are important to the mission of your business.

The Main Parts Of Your Business Plan

Your Business Plan should include;

Cover Sheet

Table of Contents

Executive Summary

Mission Statement

Marketing Plan

Product Or Service

Operations

Information On Your Business

Financial Plan

The Main Parts Of Your Mission Statement

The Mission Statement is the forth part of your Business Plan. It is the heart of your business. It helps you keep pumping through until you have obtained your mission.

Your Mission Statement should include these components;

Customer/Marketing

Product or Service

Geographic Domain

Technology

Concern For Survival

Company Philosophy

Self (Business) Concept

Public Image

Lets look at an example of each component to see how that component can be incorporated into your Mission statement.

Customer/Marketing

We believe our first responsibility is to provide the best help to men and woman that are considering starting their own business.

Product/ Service

Our products and services are intended to help people to grow their businesses. Our products include business self help and motivation.

Geographic Domain

We are an Internet based business. You may obtain our products by downloading them off of our web site.

Technology

We use the most up to date technology. It is just a matter of a few clicks with your mouse, and you can find, pay for and download our products in no time flat.

Concern For Survival

We have targeted a specific market of people. At this point our marketing efforts are starting to do very well. We are also adding other marketing efforts to keep us aware of the changes in our marketing environment.

Company Philosophy

We work hard, so that you don't have to.

Self (Business) Concept

We love what we do, therefore we work at making sure you visit us again and again.

Public Image

We believe and treat people the way we want to be treated. We pride ourselves with the daily emails we receive from our customers and clients about all of the great information and services we offer them.

Putting The Mission Statement Together

Lets put together all of the components of the Mission Statement that we talked about above. You can actually use just a few of the components or you can use them all. It is up to you. All of them may or may not be needed in your Mission Statement.

Sample Mission Statement (With All Components)

We believe our first responsibility is to provide the best help to men and woman that are considering starting their own business.

Our products and services are intended to help people to grow their businesses. Our products include business self help and motivation.

We are an Internet based business. You may obtain our products by downloading them off of our web site.

We use the most up to date technology. It is just a matter of a few clicks with your mouse, and you can find, pay for and download our products in no time flat.

We have targeted a specific market of people. At this point our marketing efforts are starting to do very well. We are also adding other marketing efforts to keep us aware of the changes in our marketing environment.

We work hard, so that you don't have to. We love what we do, therefore we work at making sure you visit us again and again.

We believe and treat people the way we want to be treated. We pride ourselves with the daily emails we receive from our customers and clients about all of the great information and services we offer them.

Sample Mission Statement (With Some Components)

We believe our first responsibility is to provide the best help to men and woman that are considering starting their own business.

Our products and services are intended to help people to grow their businesses. Our products include business self help and motivation.

We have targeted a specific market of people. At this point our marketing efforts are starting to do very well. We are also adding other marketing efforts to keep us aware of the changes in our marketing environment.

We believe and treat people the way we want to be treated. We pride ourselves with the daily emails we receive from our customers and clients about all of the great information and services we

offer them.

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