

# How To Write A Mission Statement

By Shaunta Pleasant

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[http://www.yourbusinesspal.com/mission\\_statement.html](http://www.yourbusinesspal.com/mission_statement.html) <http://www.yourbusinesspal.com>

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 fourth 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.

## Mission Statement Program

YourBusinessPal.com has created a new 8 Fold Mission Statement Program, it was developed to help you write your very own Mission Statement. Whether you plan to create one for business or you plan on creating one for your personal life. By the time you have completed this program, you will be able to create your own Mission Statement.

Our Mission Statement Program has 8 Folds or Steps that are organized so that you can get optimal training that is relevant to preparing your Mission Statement.

### Mission Statement Fold 1

A Mission Statement is the description of your business.

It is the present and future task that your business plan on accomplishing.

### Write a Mission Statement Fold 2

How do you Write a Mission Statement? We will help you understand why you need to write a mission statement and how it can help your business succeed in this ever changing environment.

### Sample Mission Statement Fold 3

What is a Sample Mission Statement? And why is it so important to the success of your business?

### Mission Statement Writing Fold 4

Mission Statement Writing is the best way to learn about the vision of your businesses future plans? And what are the steps to get it written.

### Mission Statement Example Fold 5

Our Mission Statement Example will show you how to write a Mission Statement? And why it's so important to the success of your business?

### Personal Mission Statement Fold 6

A Personal Mission Statement is a Mission Statement that is written for the purpose of helping you to develop your individual future goals or mission.

### Corporate Mission Statement Fold 7

A Corporate Mission Statement is a Mission Statement that is written for the purpose of helping a corporation develop their mission for the future of the company.

### Company Mission Statement Fold 8

A Company Mission Statement is what helps to keep your company moving and thinking about it's future plans.

The Top rated business to start is a Net Auction Business.

This is the perfect business for start ups. You can and will learn everything you need to know to help with a new or an existing business. For more details about this opportunity go to:

<http://mynas.sitesell.com/tlmanage.html>

All the best,

Shaunta

<http://www.tlmanage.com>

<http://www.yourbusinesspal.com>

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