

Mission Statement Clarity Sheet

Goal: Refine your brand's core purpose into one powerful sentence.

Step-by-Step Prompts:

1. What is the problem you solve? "People struggle with..."
2. Why does this matter to you personally? "We care about this because..."
3. What change do you want to create? "Our goal is to..."
4. How are you different? "Unlike others, we..."
5. Condense the answers into one sentence: "We exist to [do what] for [who] so they can [benefit]."

Example:



We create websites for solopreneurs and small business owners so they can show up online, earn trust, and get more clients.