**Your mission statement is your road map for success**

When taking a road trip, you need to know where you are going

It’s hard to know where you’re going without a map.

A mission statement is

An easy to understand, action oriented brief statement, that states the purpose of your company.

A Mission Statement is composed of 3 parts

1 The Mission

An Intent (verb): driving force to give, take, destroy, change or create

A Subject (noun): relates to your business

2 The Purpose

A Reason: Includes your audience (impacts the senses - smell, see, taste, touch, hear, think or feel)

3 The Vision

An Outcome: View of the Future that includes your audience and relates to the purpose

Example:

**IvyOptics Mission Statement**

**Mission**

Create stunning websites and graphics, through a remarkably simple client-friendly process

**Purpose**

Help clients achieve their dreams

**Vision**

Build great relationships and loyal customers

**Write your Mission Statement**

Start by Filling out these 4 points

1. This is who I am:

2. This is where I’m going:

3. This is why I’m going that way:

4. This is how my clients fit into the picture:

Next Fill out the 3 Mission Statement sections and compile them

1. My Mission

My Intent is to (pick one):

(give) (take) (destroy) (change) (create) or (write your own)

Name the Subject:

(subject should relates to your business)

2. My Purpose

My Reason:

(State how you want to impact your audience – smell, see, taste, touch, hear, think, or feel)

3. My Vision

The Outcome:

(View of the Future that includes your audience and relates to the purpose)

Compile your mission statement here:

Send this form in a single email to [ivyOptic@yahoo.com](mailto:ivyOptic@yahoo.com)