



Master Mission Message



4. **SPECIAL:** What's unique about your business? What makes your business special for its clients and customers? How do you solve the customers problem better than everybody else? Why should someone call you? How will you 'guide' them?

5. **BENEFITS:** What will be the end result and ultimate benefit for your clients and customers? How will their lives be better for having chosen you?



Master Mission Message

Part 2 - Refining and Creating

Now it's time to work on the wording of your master mission message. Craft your words using the tips below, until you have a clear and concise mission message that includes what problem you solve, what you stand for, and why you do it. REMEMBER: A MISSION MESSAGE IS VASTLY DIFFERENT THAN A MISSION STATEMENT!

MISSION MESSAGE TIPS

- Ideally, **keep your mission message to 3-4 sentences** so it is **clear, concise, and memorable**.
- **See the big picture, don't limit yourself.** Your mission message should grow with you over time. An accounting business doesn't do finances, it frees up their clients' time, identifies growth opportunities and savings for its customers, it minimises taxes and maximises profits for its clients. A business building child car-seats doesn't manufacture car seats; it provides safe, comfortable transport for the most precious thing in parents' lives - their children.
- **Ask others for input.** Run your draft mission message by people who know your business. Is it clear and easily understood? Does it clearly state the problem(s) you solve? Or does it sound like meaningless corporate speak?
- **State the problem, how you solve it, and the benefit to the customer** Consider that you are creating a message to guide you and your staff in running your business. It should be in alignment with your larger vision and goals. It **MUST** speak to and about the customer, not just about 'how good you are'.

MY MASTER MISSION MESSAGE IS:

Use this space and the next page to DRAFT and CRAFT YOUR MASTER MISSION MESSAGE:



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Use this space to DRAFT and CRAFT YOUR MASTER MISSION MESSAGE:



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Appendix – Master Mission Message Examples

Included in this Appendix are some mission messages to give you ideas. You may notice that the typical Mission Statements of big companies are sometimes a bit lacking, wordy, and talk a lot about themselves without necessarily addressing the customer's biggest problem or concern. Use the examples below to create a clear, concise mission message that not only tells the problem you solve, but why and what you stand for, and then the ultimate benefit to the customer! Make them the hero of the story! (Note also the clear direction for the customer! 'Buy Now', 'Register Here', 'Find a Solution By Clicking Here', etc.)

DISCLAIMER: These mission messages were researched online and have been provided for ideas and inspiration only. We cannot guarantee their completeness or accuracy. You can click on the name of the company and view their website for yourself.

- **Dominion Tech:** "IT Services that enable your Vermont Company to thrive! DominionTech Computer services handles the demands of maintaining your IT Infrastructure"
- **Leaders For Leaders:** "Building Teams, Developing Leaders- Teams and leaders often struggle because they haven't developed the core skills required for success. Leaders for Leaders' half day team building and leadership workshops provide you with the skills and confidence needed to thrive in the workplace."
- **Fluro** "The Automation Platform for Growing Churches- Your database, communications, website, roster, media and people all connected in a seamless central place."
- **Unruh Furniture:** "High-quality hand-made furniture customized by you to match your style and your space."
- **Canary Labs:** "The Time Series Database For Industrial Automation- At Canary, we believe utilizing process data shouldn't require overtime. Our platform is designed to make using your process data easy."
- **Dressemer.org** "Our Vision is A World Without Slavery- We are a community of international advocates utilizing fashion + creativity to help end human trafficking"
- **Ebersole Brothers Construction:** We Build Custom Homes and Buildings- Construction projects have a reputation for being overwhelming, but we believe you deserve stunning results without the stress"
- **Insurance Wala:** "Your Guides to Affordable Life and Health Insurance- We know selecting the right coverage seems overwhelming, but we will help you get the right plan at an affordable price."
- **Accounting-Complete:** "Giving You Freedom To Be Your Own Boss Again- Reliable small business accounting and bookkeeping services, so you are free to work on growing your company"