



Part I - Preparation and Questions

WHY HAVE A MASTER MISSION MESSAGE?

- Your mission message is about your customer's problem, your business as a trusted guide, and how you solve their problems the best. A great mission message will define a business and its purpose in under 30 seconds. It should include what the problem is, what you stand for and why you do it, and how you solve the problem better than anyone.
- Your master mission message is a set of carefully chosen words that clearly communicates the customer's problem, how you solve those problems, and the benefit to the customer for trusting you. It may also help define the metrics you use to determine organizational success, guide business decisions, inspire your team, and create direction for you and your clients and customers. (see Appendix page for website examples of great Master Mission Messages)

INSTRUCTIONS: First, answer the questions. Then, using your answers, the tips on the next page and the examples in the appendix, craft a master mission message for your business. NOTE: It's worthwhile spending time on crafting the words - but don't get drawn into creating the 'perfect' mission message. Capture the essence to get you going for now and you can always come back and update it later.

ı.	PROBLEM : What is the problem you solve in the market? What is your client's biggest problem they want solved? What is your customer's biggest problem? (Client and customer may be different)
2.	WHO : Who do you serve? Who is your client? Who is your/their customer? (clients, customers, and staff?)

3. **WHAT**: In what ways do you uniquely solve your customer's biggest problem? What do you stand for? What do you want to be known and remembered for? How do you want the market to 'talk' about and remember you?





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?







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:		

Email: <u>Blaine@RealValueGroup.com</u> Phone: 616-334-7681 Page 3 of 5





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





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.

- <u>Dominion Tech:</u> "IT Services that enable your Vermont Company to thrive! DominionTech Computer services handles the demands of maintaining your IT Infrastructure"
- <u>Leaders For Leaders:</u> "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."
- <u>Unruh Furniture</u>: "High-quality hand-made furniture customized by you to match your style and your space."
- <u>Canary Labs</u>: "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."
- <u>Dressember.org</u> "Our Vision is A World Without Slavery- We are a community of international advocates utilizing fashion + creativity to help end human trafficking"
- <u>Ebersole Brothers Construction</u>: We Build Custom Homes and Buildings- Construction projects have a reputation for being overwhelming, but we believe you deserve stunning results without the stress"
- <u>Insurance Wala:</u> "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"