

# **DO YOU KNOW YOUR MISSION STATEMENT?**



Mission  
statement





## Do You Know Your Mission?

### Attract Your Ideal Clients

**Use the mission for your business as the foundation for your marketing plan.**

If you are still not clear about your Mission Statement you will have problems with marketing – here is why:-



- You will not know who your target market (ideal client) is or who you want to help.
- If you do not have a focus of your mission you will easily be side-tracked and not market properly.
- If you do not know your mission you will not be able to work to your full potential, you will not be able to be fully creative with your ideas.
- You will not be able to picture your dreams and goals if you have no mission to get there.
- If you don't know your mission you will not push yourself out of your comfort zone or try new things.
- You will not feel passionate or fulfilled if it is not your mission.



**Here are 3 ways to find your Mission Statement:**

- 1. If you could talk to the world for 5 minutes what would that message be, this will give you clues to your mission.**
- 2. What infuriates you and what would you like to see instead?** What do you want to see more of? My mission – what infuriates me is the therapists I see that have trained and are really good at their therapies but who do not know how to run their business, they would put out an advert and expect clients to turn up and wonder why they didn't!!! So, my mission to help people in the therapy industry build successful businesses through my passion for business and the therapies. Scratch the surface of someone who is frustrated and there is some positive passion that needs to be expressed!
- 3. Your own story** – why did you come into this industry? Why did you set up this business? What started your interest? This gives you clues to your mission also. My story for my mission for Ali's Holistic Healing Hands was from clearing my eczema from my hands, after 14 years of steroid cream use, by using tea tree.

**The more you have clarity about your Mission—the easier it will be for you to move beyond your fears and take action and build your successful business.**



**This may help – ask yourself and answer:**

**WHAT DO I DO?**

**HOW DO I DO IT?**

**WHOM DO I DO IT FOR?**

**WHAT VALUE DO I BRING?**

My mission for Ali's Therapy Academy:

It is the mission of Ali's Therapy Academy to provide complementary and holistic therapists with the help, support and knowledge to run their own successful therapy business and to build the business of their dreams. Providing on and offline help to inspire confidence to therapists to learn new ways and new platforms/techniques to make their business visible to their ideal clients.

With this we can let go of our fears of:

I cannot do that.

Am I good enough?

What if I fail?

When you know your passion and mission then you open up your boundaries to grow.

Please let me know yours.