

## How to Write a Mission Statement

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### Define Your Purpose & Impact!

*A mission statement serves as a guiding principle for your personal life, career, or business.*

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### Step 1: Imagine Your Future Success

Picture yourself in the future, having achieved your biggest goals. Your life, career, or business is running exactly as you envisioned.

- What do you see around you?
- How do you feel about your accomplishments?
- What does a perfect day in this future look like?
- What are you most proud of?

Now, as your perfect day comes to an end, imagine waking up tomorrow to another equally fulfilling day. How does that make you feel?

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### Step 2: Identify Your Core Values & Goals

Write down:

- What is most important to you (values, beliefs, priorities)?
- Your most important personal and professional goals (career, relationships, legacy)?

- The impact you want to have on others or the world.

👉 **Example:** *"I want to inspire young minds through education and storytelling, creating books that spark curiosity and lifelong learning."*

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### Step 3: Draft Your Mission Statement

Use simple and powerful words to craft your personal or business mission statement.

✅ **Mission Statement Formula:**

*"I am committed to [what you do] in order to [the impact you want to make] by [how you plan to do it]."*

👉 **Example:** *"I am committed to helping children develop essential life skills through engaging books and educational resources, empowering them for a successful future."*

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### Step 4: Refine & Apply Your Mission Statement

- ✓ Keep it short, clear, and true to you.
- ✓ Share it with trusted mentors, family, or peers for feedback.
- ✓ Use it to guide your decisions, career path, and personal growth.

Mission Statement Format (Blank Template) (see next page)

## **Mission Statement**

(Write your personal or business mission statement here.)

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