

A **mission statement** is a short, clear summary of a business’s purpose — basically, why it exists. It outlines what the company does, who it serves, and how it does it. Think of it as a guiding star for a business’s actions, culture, and goals. Creating a mission statement is all about clearly defining your purpose — what you do, who you do it for, and why it matters. It should be short, focused, and inspiring. Here's a simple step-by-step guide to help you craft one:

**1. Clarify Your Purpose**

Ask yourself: What does your organization/business/personal brand do?

Why does it exist beyond making money?

Example: "We create eco-friendly clothing that empowers people to make sustainable choices."

**2. Identify Your Audience**

Who do you serve or help? Customers? Community? A specific group?

Example: "For busy professionals who want to eat healthier..."

**3. Define Your Value or Impact**

What makes your work important? What change are you trying to make?

Example: "...we provide simple meal plans that reduce food waste and promote wellness."

**4. Combine the Elements**

Now, bring it all together into 1–2 sentences. Aim for clarity over cleverness.

"Our mission is to provide sustainable, stylish clothing that helps environmentally conscious consumers make impactful choices every day."

Simple Formula:

[What you do] + [Who you do it for] + [Why it matters]

