

Use this Worksheet to expand your [Marketing Tool Kit](#). Find and refine your brand or business' Mission by reading the short Fact Sheet, then answering the questions below.

### Fact Sheet

By now, you may have already completed the [Finding Your Brand Origin Story](#) and [Your Brand Vision](#) worksheet and read articles [Marketing Strategy 101: The Basics](#) and [Marketing Strategy 102: Strategy Guide 2023](#) in which I explain some [Tips and Tricks](#) to stay current in this highly competitive technological market. If you have not completed the Worksheet, you can find it [here](#). To read the articles, you can click on their titles in this paragraph or [tap here!](#)

Knowing your business' [purpose](#), [vision](#), and [mission](#), are at the core of having an organized and clearly communicated [Brand Identity](#).

[Research](#) confirms that most CEOs agree that these types of clearly defined guiding statements are necessary. Using the handy breakdown from [BrandingBusiness.com](#) can make it somewhat easier to further understand these key terms and statements:

A [PURPOSE](#) statement answers WHY your business or brand exists

A [VISION](#) statement answers WHAT your business or brand aims to achieve

A [MISSION](#) statement answers HOW your business or brand plans to achieve this vision

Furthermore, Data from [Sprout Social](#) shows that 57% of consumers will spend more with a brand they feel connected to and 76% will buy from them over a competitor!

To sum it up, [Your Brand Mission](#) shines a light on the things your brand does to fulfill its brand purpose. As explained [here](#), your mission statement should include: what your company does, how it does it, and why. As [Your Brand Mission](#) and [Your Brand Vision](#) work together to define and communicate your "What" and your "How," one can be used to inform the other.

[Here](#) are Uber's original guiding statements:

**Purpose:** Evolve the way the world moves.

**Vision:** Acquire 40% market share for paid rides in key US metropolitan markets.

**Mission:** By seamlessly connecting riders through our apps, we make cities more accessible, opening up more possibilities and more business for drivers.

Use the worksheet below to help you develop your brand's specific Brand Mission. Check out our [Blog](#) for some best practices to build your brand or business.

**Worksheet**

Directions: Do your best to fill in each answer as completely as possible: your unique perspective is what your audience, clients, customers connect with!

1. Remember when you first began thinking about starting your business or brand. What solutions did you hope to create? Why?

---

---

---

---

2. What are the MOST desired outcomes for your business and for your client? Be specific in your strategies, motivations, and impact. \_\_\_\_\_

---

---

---

---

3. Outline the key customer benefits and differentiating initiatives offered by your brand or business. \_\_\_\_\_

---

---

---

---

4. How does your impact, personal or professional, advance a social cause, or contribute to your community? The world as a whole? \_\_\_\_\_

---

---

---

---

5. Use the remaining space provided to tie together any language in the previous answers that:

- a. Has emotional value \_\_\_\_\_

- b. Demonstrates a uniqueness or differentiation from competitors \_\_\_\_\_

- c. Phrases or words that come up repeatedly \_\_\_\_\_

---

---

---

---

---

---

---

---



Finding Your Brand Mission  
A *Core Creative* Influence Writing Worksheet

Date: \_\_\_\_\_

Specializing in copywriting, editing and creative project development, Angela provides safe and conscious content for all persons of all identities, diversities, ethnicities, orientations, and abilities.