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## Mission Statement ACTION PLAN

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1. Refresh yourself in the vision of your business. What were you hoping to accomplish when you set out on this path? What was your dream of service, profitability and lifestyle?

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2. Look again at the reasons you founded your company. What part of your personal vision is expressed in your business? What service did you envision bringing to the community when you founded your company? If you could only do one thing for your customers, what would it be?

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3. Define your current customers. Who are they? How would you categorize them in terms of profitability or service requirements, i.e. is there a profile of customers who are most profitable and less needy? What is the break-point in size or characteristic that would allow you to group them together?

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4. Who is your dream customer? How many of them do you have? What product do they prefer? What service do they receive the most benefit from?

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5. Review your product line. What was your original product idea? Have you extended your product line too far? What makes the most difference for your customers?

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6. How do you differentiate your product line or service from the competition? Or, if you are in a standard retail business, what is your competitive opportunity? How do you attract customers to your business? If you could only tell prospective customers one thing about why they should choose you, what would it be?

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7. Look at your skills and competitive advantage. What do you do better? What is your competitive skill set?

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8. Take your answers to all of the above questions and begin to play with them. What themes have you identified? What words do you find yourself using repetitively? Which ideas make you smile? Where is your most reward for investment of your time and money? Brainstorm a bit. Sleep on it. Draft a one to three sentence mission statement that describes what your heart and passion is for this business and who you serve. This is a draft. You will refine it over time, so don't stress. Have fun!

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