

Module 01 Worksheet: Clarify Your Vision and Purpose

1. Why are you really doing this?

Beyond income. Beyond freedom. What is the pull that brings you here?(What is calling you toward this path beyond income or flexibility?)

How do you want your business to support your life?

Think about time, energy, flexibility, creativity, family, impact, health.

(Time, energy, relationships, creativity, or lifestyle goals?)

3. What personal values will guide your business?

Honesty, curiosity, service, learning, legacy, kindness, growth, courage—what resonates with you?

(List 3 to 5 values that matter most to you.)

4. Who do you feel called to serve?

Describe them. What are they struggling with? Why do you care?

(Describe your ideal audience, their challenges, and why it matters to you.)

5. What would success feel like one year from now?

Do not just list goals. Describe the experience of living the life you are building.

(Imagine your daily life, emotions, and personal growth.)

6. Draft a short personal mission statement or business manifesto:

(Describe what you are building and why.)

Notes:

A mission statement typically follows a simple template: [What you do] by [how you do it] for [target customers] to [ultimate value you provide]. Alternatively, it can be structured as: We [provide this value] to [target customers] by [what you do] through [how you do it]. It should be concise, clear, and memorable, ideally expressed in a single sentence or a few short sentences.

Key Elements of a Mission Statement:

What you do: Clearly state the core activities and products or services the organization provides.

How you do it: Outline the strategies and methods used to achieve the organization's goals.

For whom: Identify the primary target audience or customers who benefit from the organization's work.

Ultimate Value: Define the positive impact or outcome the organization aims to achieve.

Examples:

Nike: "To bring innovation and inspiration to every athlete in the world."

The Girl Scouts: "To prepare girls to make the world a better place."

Amazon: "To be Earth's most customer-centric company; where people can find and discover anything they want online, including a wide assortment of products, and to build a business that generates value in all aspects of its operations."

Google: "To organize the world's information and make it universally accessible and useful."

