

**BE STRATEGIC,  
BE INTENTIONAL,  
BE SUCCESSFUL**

A Business & Marketing Guide for Small Businesses,  
Nonprofits and Entrepreneurs or  
Anyone Who LOVES Marketing

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ISBN: 1517679281  
ISBN-13: 978-1517679286

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First Edition, 2015

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**CHAPTER 2**  
**MISSION & VISION**  
**MISSION: What You Do, How You Do It, Who You Do It For**  
**VISION: What You Hope to Achieve**

A company's mission and vision guides their every decision. It tells the world what they do and why they do it. I can often tell when a company hasn't taken time to develop a mission or a vision because their actions are inconsistent. They help everyone do everything because they simply want to make a difference. As noble as that is, it doesn't make good business or financial sense. It also can very quickly create a sense of being overwhelmed.

I love working with new businesses and nonprofits and watching them go through the process of developing their mission and vision. Listening to them talk about the heart of their business and watching them narrow things down and fine tune them is such an awesome sight to behold. It's the first thing we do in my *Magnify Your Marketing* program because all things flow from the mission and vision. Once a company is clear on what they do and why they do it their decisions can be strategic and intentional and are often met with much success.

Take a look at the sample mission and vision statement from Company ABC. Like most companies, they are often presented with a variety of opportunities. When asked if they would like to speak to a group of single men, they can easily review their mission and vision and turn that opportunity down. However, when asked if they would like to run a program in the local school which involves working with the moms in the PTA, they can see it's in line with their mission and vision and take time to explore the opportunity further.

**COMPANY ABC**

**SAMPLE MISSION:** *To lead and empower women in making a positive difference in their families by providing education, along with inspiration*

**What They Do:** *Lead, empower, make a positive difference in their family*

**How They Do It:** *Providing education and inspiration*

**Who They Do It For:** *Women*

**SAMPLE VISION:** *Inspiring women to transform the health of their families*

**What They Hope to Achieve:** *Healthier families*





