



HELPING CREATIVES BUILD
BRANDS THAT ADVOCATE AND
IMPACT—AND ARE ALL THE
MORE SUCCESSFUL FOR IT.

A mission statement defines the **who, what, why** of your business. It is an opportunity to tell potential clients not only what they can **buy from you**, but what ideals they can **advocate for with you**.

A MISSION STATEMENT SPEAKS TO THE ETHOS OF YOUR
BRAND AND APPEALS TO THE HEART OF YOUR CLIENT.

FOUR QUESTIONS TO CONSIDER
WHEN CRAFTING YOUR

mission statement

WHAT DO YOU BELIEVE IN?

WHAT DOES YOUR IDEAL WORLD LOOK LIKE?

HOW DOES YOUR WORK REFLECT YOUR BELIEF
SYSTEM? HOW DOES IT ACTIVELY CONTRIBUTE TO
YOUR IDEAL WORLD?

HOW CAN YOUR CLIENT BE AN ACTIVE PART OF
YOUR SHARED BELIEF SYSTEM BY WORKING WITH
YOU?



Use your answers as the structure for your mission statement and as a throughline for your brand voice. Tell potential clients not only how you can serve them, but **how you can serve a greater good together.**

Want help crafting your mission statement and developing an impactful brand? I got you! Reach out to join my course:

IT'S PERSONAL

A 1:1 COACHING SERIES FOR CREATIVES
ON BUILDING A VALUE-FORWARD BRAND



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