

Alison*s Art, Inc.

MARKETING BYTES

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L.E.A.D. Part 3: Your Mission Statement

In this *Marketing Bytes, Business Issue*, I would like to discuss where a well-planned, targeted *Marketing Program* begins. It starts with your mission statement.

What is a mission statement? A mission statement is what breathes life into a venture; it serves as the guiding light and is the reason for being. An endeavor without one is like a boat without a rudder. It will be almost impossible to go where you desire. The mission itself brings *F.O.C.U.S.* to any business, organization, event, project or idea.

When is a mission statement written? A mission statement should be written at the start of any venture, activity or event. It has three parts:

- *Who*-name of entity (business, organization, event, project, idea)
- *Does what*-offers, is dedicated, promotes, encourages, represents
- *About, for or to whom*-a philosophy, set of principles, specific group of people, a desired end result.

Where is a mission statement implemented? Everywhere. Everything you do must reflect your mission statement. Everyone involved in you business, organization, event, project or idea needs to know what the mission is, needs to be an advocate for it and needs to express it in all of the business or organization's activities. The success of the each and every endeavor depends upon how clearly the mission is expressed in it.

How is a mission different from the goals? A mission statement needs to express the essence of what you are about, what you believe in, and what you wish your place to be in relationship to the world. It is not the same as having goals; those are concrete signposts that you set to reach for yourself, your business, etc., such as a specific amount of income, the number of clients or members or the total of products to be sold in a certain time frame.

At Alison*s Art, Inc. we can assist you in the creating, implementing and following through on your mission. Please visit www.AlisonsArt.com to learn more about Alison*s Art *MARKETING BYTES* Business Consulting Services & Marketing Tools, *Providing Value for Business One Byte at a Time*.

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**Alison*s Art, Inc. thinks outside the box for the success of your business, organization, events, projects and ideas!*