

Ready for a Soulful Business

Module #1: Business Mindset and Soulmate clients *Your Hero's Journey*

Take your magnetic sales message and let's expand on that to create a mission and vision statement for your business process!

A mission statement should tell people:

- Who is your company?
- What do you do? What do you stand for? And why do you do it?
- What you do to make money?
- What markets are you serving, and what benefits do you offer them?
- Do you solve a problem for your customers?
- What kind of internal work environment do you want for your employees?

And no, it doesn't have to be in that order. It should feel personal and compelling, but does not have to be the wisest, most aligned with universal truth statement out there, so don't over think this one either!

Quick Mission Statement Template:

_____ (company or service provider name) seeks to help _____ (very general description of ideal client) by (generally speak about the types of offering you have, readings, sessions, classes, packages) to (name the result or transformation). My services/products are offered with/to bring (name a few value points that mean something to both you and your clients like honesty, integrity, attention to energetic healing, fun, a reminder of freedom, wholeness, soul alignment...basically whatever will set you apart from other similar businesses, what people love you and your work) to the world.

The mission statement shouldn't just speak to clients, it should also speak to any future employee you might hire and other business with which you may collaborate. So do focus on resonance, trying to capture your energy, how you work, and what you want to bring to the world in a nutshell. But don't go crazy, get as close as you can, as you can always refine this when inspiration hits!