

How to write a memorable mission statement

 By [Sophie Baker](#)

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All too often, company mission statements make a bad impression. They're sometimes vague, long and rambling, or perhaps they are overly generic and uninspired...

Maybe they don't leave the customer or reader with a clear idea of what the company is aiming to do. If your mission statement is going to be dull, generic or unclear it would be better to leave it alone altogether. Luckily, we have some tips to help you create a mission statement that is memorable and well written.

A good mission statement must make clear the intentions of your company. It is not a vision statement, but is more of a clarification of your business strategy. Typically, it combines both realism and optimism. When writing your statement, consider the following things:

- What do you do, and how do you do it?
- Why does your company exist?
- Who do you offer your products or services for? Why are you involved in this particular business?
- How do you offer value to customers?
- Are you thinking long-term or short-term within your mission statement?
- What tone do you want to convey? Fun, serious, old, young?

The mission statement should epitomise your goals and be the driving force behind all your actions, so it is necessary to make it very clear and focused. The answers to all of these questions should be specific and concise, as well as believable and plausible. If you aren't clear on how to answer them, then it is likely that your actual business goals and strategy are not totally clear.

Make sure that the statement is short and to the point. Regardless of your brand tone, you want to keep the statement short enough for it to be easily read and memorable - so the shorter, the better. If your mission statement can inspire people (employees or potential customers, or even investors) and still answer all of the questions above within a few sentences then you have already won the battle.

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