|  |  |  |
| --- | --- | --- |
| **STEPS** | **GUIDE QUESTIONS** | **YOUR ANSWERS** |
| **1. Gather the Components of Your Mission Statement** | What is your brand’s main long-term aspiration? |  |
| What are the speciﬁc goals you need to achieve to fulﬁll that aspiration? |  |
| **2. Organize your answers into a statement** | How can you combine your two answers from the previous step into a brief statement? |  |
| **3. Benchmark Your Competitors’ Vision Statements** | What can you add or edit in your vision statement to make it unique from your competitors? |  |
| **4. Gather Feedback and Edit** | What parts of your vision statement can you improve on based on feedback? |  |
| **5. Finalize Your Mission Statement** | Write your revised vision statement: |  |

**Vision Statement Checklist:**

* Is your vision statement clear and easy to understand?
* Does it align with your mission statement and core values?
* Does it differ from your competitors?
* Does it feel inspirational or motivational?
* Does it mention both a long-term aspiration and speciﬁc goals?

**YOUR VISION STATEMENT:**

|  |
| --- |
|  |