

MISSION STATEMENT FREE CLINIC



WELLNESS WERKBOOK



Disclaimer: The information contained herein is general in nature and for informative purposes only. It is based on the author's personal experience. The author assumes no responsibility whatsoever, under any circumstances, for any actions taken as a result of the information contained herein.

Copyright © 2019. BAAB Writing and Marketing Services LLC/Word Stylistz. All Rights Reserved. No part of this document may be reproduced or shared without express, written consent from the author.



Contents

MISSION STATEMENT FREE CLINIC	2
COMMUNICATING WITH CONFIDENCE MATTERS	4
UNCOVERING YOUR SWEET SPOT	6
WRITE OUT YOUR SWEET SPOT	8
MISSION STATEMENT 8-POINT WELLNESS CHECK	9
THE 8-POINT MISSION STATEMENT HEALTH REPORT	10
MISSION STATEMENT HEALTHY HABITS	11
UNVEIL YOUR NEW SUPERPOWER MESSAGE NOW	12
MISSION STATEMENT SAMPLES	13
MEET YOUR MILLION-DOLLAR WORD STYLIST	14





MISSION STATEMENT FREE CLINIC

Before we dig into this mission statement thing, let me first give you the Apryl definition of a “mission statement.”

You see, I’m not talking about the long-winded statement companies use to detail what they plan or intend to do. Instead, I’m talking about the clear, concise statement you deliver that tells and excites people about who you serve, what you offer and the value of your offerings.

THAT is the statement that will draw people to you.

THAT is the statement that will have people racing to smack your buy buttons.

And THAT is the statement that will convince people to see you as THE solution to their problems.

So whether you choose to call this powerful sentence a mission statement, elevator pitch or even a superpower message like I do, please know this:

If you can’t communicate with confidence how incredible you are, people will never, ever know.

Alright, so now that we’ve cleared that up, let’s move on to a little “pre-WERK.”

Sooo gurus often say, “walk in your purpose and the profits will come,” but I have to set the record straight:

Profit doesn’t just magically fall outta the sky because you’re walking in your purpose.

Now, if you want to profit from your purpose, you first have to actively cash in on your calling by transforming your passion into products and services people can’t get enough of.



7-Step Process for Turning Your Passion into Irresistible Products and Services

Not sure how to do that? I got you ... here's my high-level 7-step process for doing exactly that:

Step #1: Identify your passion and what you do effortlessly. For example, what would you do even if you never made a dime from it?

Step #2: Consider how your passion serves others. This is NOT the time to focus on the product or service, but instead think about how your passion addresses peoples' concerns, needs, fears and issues.

Step #3: Find out how to get on the SHORTEST path to profits. For example, how can you package that passion into a sellable product or service with the money and resources you have right now?

Step #4: Dig deeper into your prospects' core problem and position your product or service as the solution.

Step #5: Prove the value and validity of your product/service by giving your audience a look inside the "promised land" – the place where they experience the results promised by your products and services.

Step #6: Humanize your message by letting your audience know you can relate to their struggles and present yourself as a servant ... not a salesperson.

Step #7: Tell your audience what to do next to resolve the issue.

And now it's time to dig into the wonderful world of mission statements.



COMMUNICATING WITH CONFIDENCE MATTERS

I meet talented biz folks and entrepreneurs almost every single day who feel “uncomfortable” talking or writing about their genius.

They feel as if they’re bragging.

They don’t want people to think they’re cocky.

And they’re too humble to talk about themselves.

Now, here’s a truth bomb you need to hear:

All this “let your work speak for itself” stuff is cool, but what do you do when you’re strolling a tiny corner of the Internet streets and nobody’s seeing your work? Who is your work speaking to if nobody’s listening?

It’s your responsibility to spread the word about your genius because:

You are a SERVANT ... not a SALESPERSON.

And when you’re a servant, you have an obligation to let folks know you can solve their issues. Now, servants write in a way that touts their superpowers for the sole benefit of their audience.

For example, a salesperson would say:

I’m the best coach on the planet. I have six degrees and clients beating down my door. I’ve worked with Kim Kardashian, Gary Everybodyknowshim and many other celebrities and influencers. Buy this now for the low price of \$2,500.

A servant would instead write:

I’ve helped over 1,000 women transform their passion into profit and now I’m here to teach you how to do the same. Claim your seat now and let me show you how to open the door to more revenue and better clients.



See how the second version touts the coach's superpowers, but in a way that serves the reader?

Here's the bottom line:

Everything you write must connect with your audience and show them you're here to serve. Not serve for FREE, but in a meaningful way that lovingly guides the reader out of the sea of confusion and into a place where she/he wants to be.





UNCOVERING YOUR SWEET SPOT

As mentioned, a mission statement or superpower message is a clear sentence or two that defines who are you, who you serve, how you serve and the benefits of your offerings. Now, to come up with such a succinct statement, you must first dig into your company's sweet spot or value proposition.

Now, you've likely heard that phrase quite a bit as a business owner, but I bet you've never had it simplified like this:

A value proposition pierces the hearts of your target audience and tells them exactly why they should open their wallets and purchase your products and services. It's also a clear statement defining the benefits/outcomes clients can expect AFTER working with you.

What that means is, your value proposition is not the time to talk about how your company delivers "great customer service," "quality service" or has "stellar performance." You see, these generalities make you sound like everybody else and you want your value proposition to differentiate your brand.

Your value proposition needs to communicate your sweet spot – the things you bring to the strawberry sundae that nobody else can deliver.

Overall, your value proposition should uncover the following:

- Who you are
- What you do
- What problem you solve
- Who you serve (the audience best intended for your offerings)
- Why your approach is more valuable than others
- Street cred on your ability to help others achieve their goals

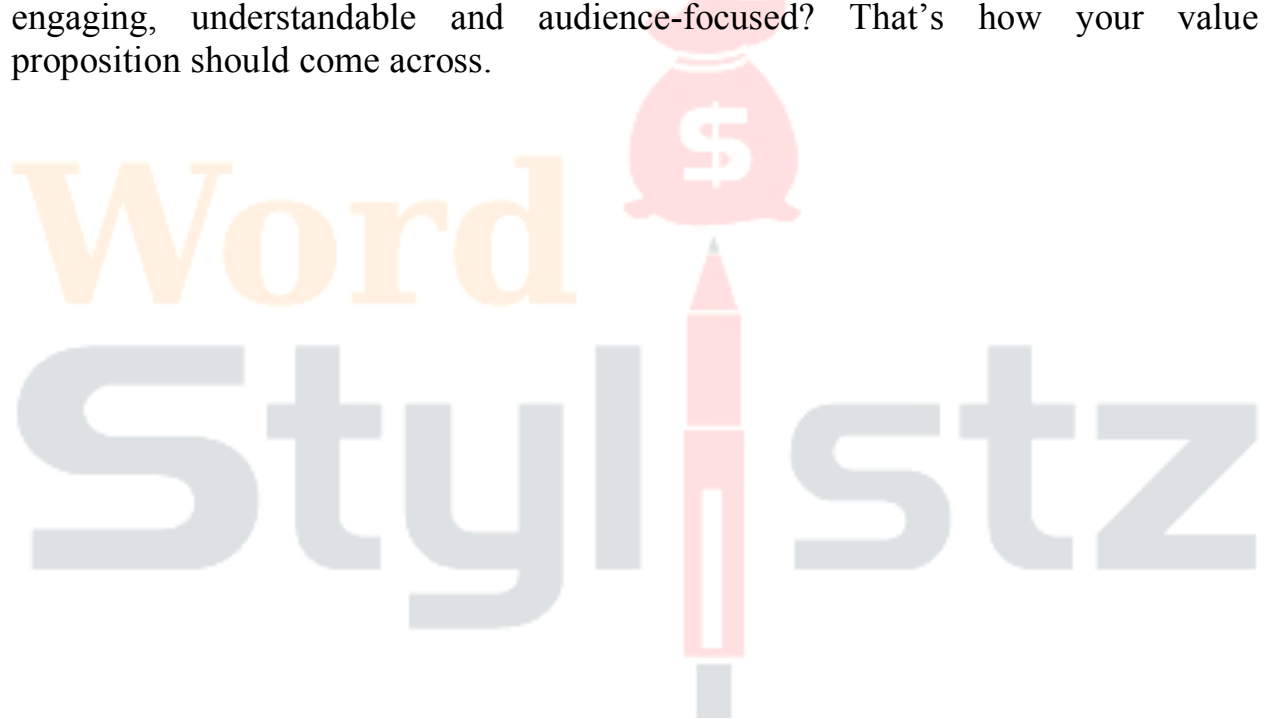


Here's a look at my value proposition:

I'm Apryl Beverly, The Million-Dollar Word Stylist. My 5-star-rated team and I craft engaging, personality-infused marketing and sales content for service providers, business coaches, authors, beauty experts and creatives who cater to the needs of diverse audiences.

We have a special knack for taking our clients' everyday voice and turning it into money-making messages. To date, entrepreneurs have made over \$20 million from the words we've written for them and we're thrilled about adding your name to our list of well-paid clients.

See how it succinctly touches on all key points and flows in a manner that is engaging, understandable and audience-focused? That's how your value proposition should come across.





MISSION STATEMENT 8-POINT WELLNESS CHECK

Now that you have your value proposition down, pull out your existing mission statement (the one you had long before I announced the Mission Statement Clinic). If you didn't have one before, go ahead and draft a quick one using what you've learned so far.

Because it's time to determine the good, the bad (and the ugly) sides of your existing statement. Complete the Mission Statement Wellness Check below and check out the Mission Statement Health Report on the following page.

	ADD 5 POINTS	ADD 3 POINT	ADD 0 POINTS
<i>Does your statement clearly identify who you are i.e., name and title?</i>	YES!	SOMEWHAT!	NO!
<i>Does your statement clearly identify WHO you serve? For example, women entrepreneurs, authors, business coaches.</i>			
<i>Does your statement clearly identify WHAT you do?</i>			
<i>Does your statement clearly identify HOW you do what you do?</i>			
<i>Does your statement clearly identify the results/outcome your audience can expect after investing in your products and services?</i>			
<i>Does your statement clearly identify WHERE people can go to find out more details about you, your business and your products/services?</i>			
<i>Does your statement align with the desires of your audience?</i>			
<i>Are you comfortable saying your statement aloud?</i>			

TOTAL WELLNESS SCORE _____



THE 8-POINT MISSION STATEMENT HEALTH REPORT

Please grab your total score and check the Mission Statement Health Report to find out where your existing mission statement falls on the health meter.

MY TOTAL WELLNESS SCORE IS

FIT + FINE (total score is more than 30)

Yesss, congratulations! Your mission statement is ready for the world. Be sure to share it everywhere – online, at networking events and in your marketing materials – to pull in your perfect clients 24/7/365.

SOMEWHAT SNATCHED (total score is between 30 and 20)

Alright now, while your mission statement is not quite fit + fine, you are well on your way to creating an irresistible statement. With a tuck here and there, your statement will advance to fit + fine in no time.

TREADMILL READY (total score is less than 20)

Okay, you've got your workout plan and you're ready to whip that mission statement into shape. Your statement is ready to hop on the treadmill and slim down into fit + fine status. Let's get to WERK!

MY MISSION STATEMENT HEALTH REPORT IS



MISSION STATEMENT HEALTHY HABITS

Just like having a workout schedule and meal plan makes losing weight easier, pouring your superpowers on the page is much easier when you have a core message.

And that's why I'm sharing my signature Mission Statement Templates so you can craft your superpower message in minutes versus hours, days and even weeks. Be sure your message is concise and short – a maximum of 3 to 4 sentences.

You'll deliver this message everywhere to introduce your superpowers – on social media, at networking events and in your marketing materials to name a few places.

MISSION STATEMENT TEMPLATE OPTION #1

I'm _____, (insert title) and I _____ (insert action word) _____ (insert who you help) so they can _____ (insert the benefit of your product/service). Visit me at [insert link] to find out how I can do the same for you.

MISSION STATEMENT TEMPLATE OPTION #2

I'm _____, (insert title). (Who I help) _____ turns to me/trusts me/relies on me/calls on me to _____ (insert what you do) that/so _____ (insert the benefit of your product/service). Visit me at [insert link] to find out how I can do the same for you.

BONUS TIP: Avoid using the word “help.” In an introduction, “help” is a wimpy word that doesn't truly tell people how you can serve them. Focus on inserting an action word – coach, teach, create, design, write and so on.



MISSION STATEMENT SAMPLES

And to give you even more assistance reaching that fit + fine level, here are a few mission statement samples to get you inspired.

WARNING: Everything inside this WERKBook is copyright protected. Therefore, these sample statements are NOT available for copying, stealing, pasting, hijacking – none of that.

I'm Suzy Smith, Website Design Master and I create stunning websites for women entrepreneurs so they have a stylish online home that attracts the right clients and puts their bank account on bling. Find out how I can design a client-attracting website for you by visiting [\[insert link\]](#).

I'm Tracy Smith and mothers who are in physical and mental incarceration call on me to teach them how to heal their inner child, identify their power within and evolve as a champion despite their setbacks. If you or a loved one is struggling to bounce back after incarceration, meet me at [\[insert link\]](#).

I'm John Blaze, Parenting Life Coach and I teach stressed out, celebrity dads how to run their businesses all while parenting in a way that floods their household with happiness, peace and prosperity. Struggling to parent peacefully? Hit me up at [\[insert link\]](#) so I can teach you how to do it.



MEET YOUR MILLION-DOLLAR WORD STYLIST

I'm Apryl Beverly, The Million-Dollar Word Stylist and president of BAAB Writing and Marketing Services LLC. I'm most known for crafting compelling copy that has generated over \$20 million in revenue for B2B solo entrepreneurs, small businesses and some of the country's largest brands.



I am also the creative mind behind the wildly popular [CopyCloset](#) membership and the founder of [Word Stylistz™](#).

And I'm thrilled to say that, based on worldwide market research, Word Stylistz is the first woman-owned flat rate copywriting service agency catering to the unique needs of small business owners and entrepreneurs who serve multicultural audiences.

I have a unique "tell-it-like-it-is" writing style that has earned me a variety of awards and recognitions including hitting the Amazon Best Seller's List in 3 categories just 24 hours after releasing my first book, [*Shots Fired! How to Write Copy that Pierces Hearts \(And Opens Wallets\)*](#).

I have 18 years of copywriting and marketing communications experience. I earned a bachelor's degree in journalism from The Ohio State University and an MBA in marketing from the University of Phoenix.



More than half my life has been spent banging on the keyboard and I am honored to flood your business with engaging, personality-infused copy that attracts fat stacks of leads and makes your bank account sing.

