

MISSION STATEMENT FREE CLINIC



3-PART LESSON

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MISSION STATEMENT CLINIC - LESSON #1

Day #1: Find People Who Are Ready, Willing and Able to Invest in Your Products and Services

Let me start with a statement you'll need to remember for the rest of your biz journey:

You can TRY to sell snow to a blizzard, but that's a waste of time when you have so many ski resorts begging for it.

Lemme break this down:

I see so many business owners giving away freebie after freebie and sharing nugget after nugget on social media to only receive nothing in return. Nobody's buying, nobody's commenting and nobody's sharing your content so you can get in front of more prospective buyers.

Here's why ...

Marketers spend so much time teaching you how to nail down your "ideal client" that you never get to actually figuring out how to get in front of buyers. Now YES, mapping out who you'd love to work with is a great exercise that is critical for business success, but that's not the end of the process.

You see, you also have to put your face in the place so your "ideal clients" know you exist. And talking to the same 25 people on Instagram and posting just so your cousins, mama and sisters can react to what you share on Facebook is NOT gonna cut it.

Join me today at 1:30 p.m. EDT as I identify 4 ways you can get in front of more people who are ready, willing and able to invest in your products and services AND what to do if you target more than one "core audience."

WIN Assignment #1: Where's the Value?

Now that you have your face in the place, it's time to let folks know what you can do for them. Sooo for today's assignment, I want you to share what problem you solve. If you have the Wellness WERKBook, review the "Uncovering Your Sweet Spot" section to get more insight on how to craft a full value proposition - the details you'll need before creating your mission statement/superpower message. Now, be sure to review the entire section of the Wellness WERKBook because this is NOT asking about "what you sell," it's asking "what problem do you solve."

Also, for those of you who have the WERKBook, please move forward with drafting your full value proposition statement by following the guidelines on pages 6-7. DO NOT SHARE YOUR FULL VALUE PROPOSITION INSIDE THE GROUP, ONLY THE PROBLEM YOU SOLVE.

Today's assignment: Tell us what problem you solve in the comments under today's post.

MISSION STATEMENT CLINIC - LESSON #2

DAY 2: Make Your Genius Sang

Now, a mission statement or superpower message is a clear sentence or a few sentences that define who are you, who you serve, how you serve and the benefits of your offerings. And there's no way to come up with such a succinct statement, if you have no idea what your sweet spot or value proposition is. So that's why we started with yesterday's exercise.

Today, we're moving onto writing a new mission statement. But before we do that, I want you to pull out your existing mission statement and use the 8-Point Mission Statement Wellness Check inside the [Wellness WERKBook](#) to determine the good, the bad (and the ugly) sides of your existing statement.

Share your Total Wellness Score in the comments under today's post.

WIN Assignment #2: Crafting Your Superpower Message

Use the scripts included on page 11 to craft your new superpower message. Choose whichever script you want or try them both and see which one sounds best with your words.

If you do NOT have the Wellness WERKBook, follow the script below to create your superpower message:

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 help you do the same.

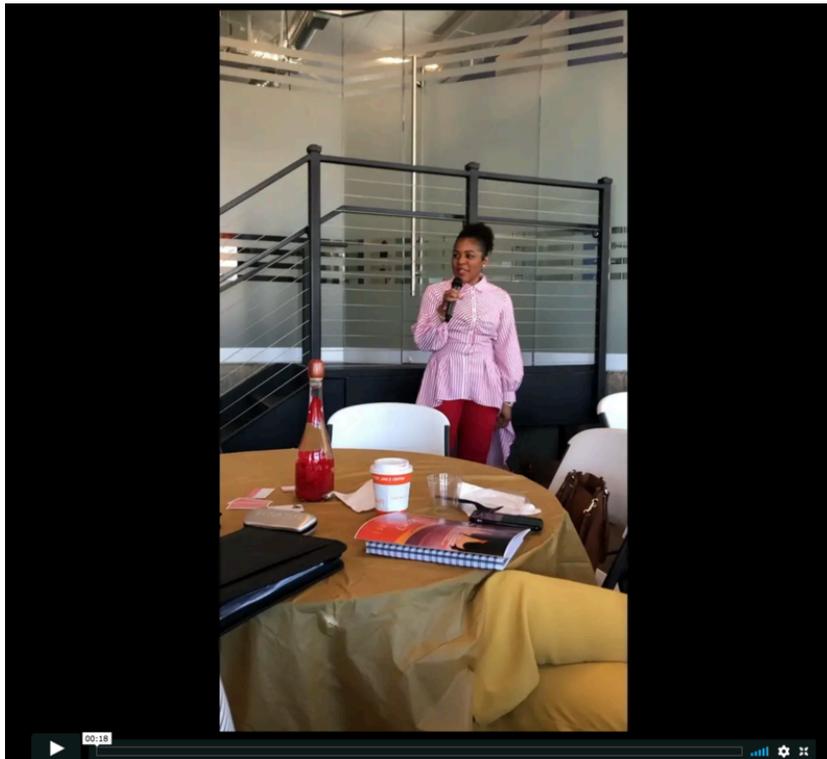
Sooo today's assignment is: (1) share your total wellness score under today's post AND draft your superpower message using the script(s) provided.

MISSION STATEMENT CLINIC - LESSON #3

DAY 3: Lean Wit It, Rock Wit It

Now that you have the perfect script, it's time to flood it with confidence and show the world just how much of a genius you are. If you have the [Wellness WERKBook](#), go back and review pages 4-5 for some insight on communicating with confidence.

Also, check out the video below of me delivering my superpower message to a crowded room of ambitious women. Now, if the girl who HATES crowds, stuttered as a kid and prefers the comforts of the keyboard over video or in-person speaking can deliver an engaging and compelling superpower message, I KNOW you can do this.



WIN Assignment #3: Put it on Video

Record yourself delivering your superpower message and share your video inside The CopyRoom using hashtag #onamission.

Remember, to be personable, confident and share a call to action. Your video should NOT exceed 1 minute.

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 \$11 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.