**The Purpose Behind Your Passion**



**Five Steps to Developing a Mission Statement**

Developing a mission statement entails defining the “who,” “what,” “why,” “for whom,” and “how” of your book. Arriving at a mission statement that all stakeholders can support may require several iterations.

1. **CLIENT STATEMENT (FOR WHOM)**
2. **PROBLEM STATEMENT (WHY)**
3. **STATEMENT OF PURPOSE (WHAT)**

**4. BUSINESS STATEMENT (HOW)**

1. **VALUE STATEMENT (WHO)**

**Target Audience**

There are basically three people that fit into your personal brand’s target audience:

* The Person That Will Pay You
* The Person That Influences the Person That Pays You
* Your Supporter

**The Person That Will Buy Your Book**

STEP ONE: IDENTIFY THE PERSON THAT DETERMINES IF YOU CAN ADVANCE

STEP TWO: CREATE A COMPLETE DESCRIPTION

Open a document and start writing the description. Include things like:

* Name
* Age
* Gender
* Job Description
* Hobbies
* Etc.

STEP THREE: IDENTIFY THE PERSON’S MOTIVATIONS

STEP FOUR: IDENTIFY YOUR POTENTIAL OPPORTUNITIES

STEP FIVE: CREATE A GAME PLAN

**The Person That Influences the Person That Pays You**

STEP ONE: IDENTIFY THE INFLUENCE

STEP TWO: CREATE DESCRIPTIONS

STEP THREE: CREATE A CONTACT PLAN

Email any questions to: support@deepriverbooks.com