

# 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)**

## 5. 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@deedriverbooks.com](mailto:support@deedriverbooks.com)