

WRITING YOUR BUSINESS STATEMENT/MISSION STATEMENT

Like an artist statement, a business statement addresses what you do and how you do it. The main difference here is the audience for whom you are writing.



Here are the steps:

1. Gather everything that you have written down about your work including your CV.
2. Make a new blank document.
3. Review the existing documents and look for keywords. (e.g: Contemporary, Social Enterprise, Abstract, Community, Film, etc.).
4. Make the keywords headings in your new document.
5. Write 2-3 sentences about each heading, expanding on what you have already written or inventing something new.
6. Make the following headings: **Process, Audience, Product/Service, Values** (If one of these words is irrelevant leave it, if there's something not addressed, add it).
7. Write 2-3 sentences about the heading in step 6.
8. Make a copy of the new document, this will be your editing copy.
9. Begin to edit and connect your sentences.

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Writing your Business Statement/Mission Statement:

Give it a Try!

Start by capturing the notes from reviewing your existing documents (e.g. keywords) and make the keywords headings in the space provided. Write 2-3 sentences about each heading (previously written, or something new!)



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Writing your Business Statement/Mission Statement:

Now, make the following headings: **Process, Audience, Product/Service, Values** (if one of the headings is irrelevant leave it, if there's something not addressed, add it). Write 2-3 sentences about each heading. Refer to the steps listing on page 1 for next steps.

Need some additional help turning your business ideas into a full business plan? Our program partner, [WindsorEssex Small Business Centre & Entrepreneurship Centre](#), has excellent resources to support you if you are in the region! Outside of this region, [connect with your local business centre by consulting this directory](#).

