

# The Next Step

*“Putting Your Vision and Mission to work.”*

You have just determined what you are going to “be about” from now on. For some of you, this is plenty to keep you busy for awhile. For others, you may be ready to translate this into some form of income for yourself. This series is designed to help you do that. So if the above exercises have told you “what you are to be doing” the next one will describe “how.”

If you were going to describe your dream business, what would be? What would it look like?

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Begin on page 8 and do the exercises again. This time you are going to formulate a vision and a mission statement for your business, based on what you know you should be doing. You may use the template below:

**The Mission of my business is to:**

\_\_\_\_\_, \_\_\_\_\_, and

\_\_\_\_\_  
(your three verbs)

\_\_\_\_\_  
(your core value or values)

to, for, or with

\_\_\_\_\_  
(the group you are here to serve)

**Business Mission Statement**

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