

STEPS	GUIDE QUESTIONS	YOUR ANSWERS
<b>1. Gather the Components of Your Mission Statement</b>	What is your brand's main long-term aspiration?	
	What are the specific goals you need to achieve to fulfill that aspiration?	
<b>2. Organize your answers into a statement</b>	How can you combine your two answers from the previous step into a brief statement?	
<b>3. Benchmark Your Competitors' Vision Statements</b>	What can you add or edit in your vision statement to make it unique from your competitors?	
<b>4. Gather Feedback and Edit</b>	What parts of your vision statement can you improve on based on feedback?	
<b>5. Finalize Your Mission Statement</b>	Write your revised vision statement:	

**Vision Statement Checklist:**

- Is your vision statement clear and easy to understand?
- Does it align with your mission statement and core values?
- Does it differ from your competitors?
- Does it feel inspirational or motivational?
- Does it mention both a long-term aspiration and specific goals?

**YOUR VISION STATEMENT:**