

## 4 Things to Consider When Creating A Brand Mission Statement

Your brand mission statement is a declaration to the world. It's more than just a slogan or a description of who you are. It needs to be something that states what you stand for and what you bring to the table – more importantly, it's what makes you unique even in a crowded marketplace.

**Here are 4 things to remember when creating your brand mission statement:**

### 1. Should you even have a brand mission statement?

When trying to develop a brand mission statement, any business owner's first question is, "why do I need one?". In truth, they're right to ask this. It may indeed be best to say nothing instead of something disingenuous and unoriginal.

How many times have you read a brand's mission statement and found it to be dull, unimaginative, or blatantly dishonest? Companies that boast about "putting the customer first, in everything they do" but then have had public spats with clients. Or hold a negative rating on TrustPilot.

Companies that pride themselves on fair trade in their mission statement but are known to own sweatshops. It's easy for a brand mission statement to come back to haunt a company that fails to live up to it. So, it's easy to see why some business owners would rather not create one.

The truth is, though, you should create a mission statement – just make sure it's one you can realistically live up to, rather than just a collection of words in a row.

### 2. Why did you set up your business?

Instead of creating a mission statement to be used as an empty marketing material, look to your company's history for inspiration. All businesses have a unique origin story, an idea that translated into a company.

It may have been something nobody else had ever thought of, or a desire to create something fresh. What was it you were hoping to achieve when you set up your business, and why is it different from others? Try and identify your "aha!" moment.

By incorporating this element of truth, your mission statement will instantly be more honest and realistic than most others. It doesn't need to be a promise to save the planet, just something that sums up who you are, why you exist, and what you're hoping to achieve.

### 3. Your unique selling point (USP)

If your business is offering something new and exciting, your USP will be clear and easy to identify. This will make creating your brand mission statement less of a challenge. It can follow the pattern of 'This is who we are' then 'This is something we'd like to share with you' and finally 'This is why we think you'll want/need it.'

But if you're entering a crowded market or offering a service/product widely known by customers, your job will be more formidable. This makes it even more critical for your brand mission statement to stand out and resonate with customers. You need to separate yourself from the herd.

Only you know what your USP is. If you don't know what it is, then create one and market your business around it. Your brand mission statement is the perfect place to communicate it.

#### **4. Champion a cause**

What are the main issues surrounding your industry today? How do you feel about them, and what could you do to help? This is where many brands come unstuck; their care about an issue seems forced and insincere - coming across like a cynical effort to appear virtuous rather than a genuine desire to do good.

They do it because in their view, philanthropy is the future of marketing. This is true; it is. But businesses should try to be less obvious in their approach. Instead, your business model needs to come from a place of genuine concern. Therefore, identify a worthy cause, and make sure it's one that is legitimately close to your heart.

Companies may have supported a charity or do what they can to raise awareness for their cause in the past. But any business can do this, and most do. It's great that they do, but today it's not enough. Actions are more powerful than words. To truly stand out, model your entire business around this cause. Make it your reason for being.

From here, you can model your corporate identity and brand mission statement around this cause. For example, a fair-trade coffee company employing people in a developing country, paying them fair wages, and ethically sourcing their coffee beans. – Their mission statement is finding the best coffee in the world and working alongside the people in that country to bring it to their customers at home.

The company understands that this method of doing business costs them more money, but they're willing to do so if it means helping others. If you can emulate this kind of idea, you won't be just another company claiming to care. Your business will actively contribute to improving the world by merely existing, which is the perfect thing to mention in a brand mission statement.