

# Episode #303 – 3 Reasons to Build Your Company's Vision

Hi there, and welcome to this week's episode of Money Script Monday! My name is Jaime Ramirez, and I'm a marketing coordinator at LifePro Financial. Today, I'm going to share the three reasons you need to build your company's vision, and more specifically in this video, I'm going to be talking about your mission statement. From your company's perspective, imagine an ideal world in the near future. Now, describe that world in a statement, one that explains your company's purpose while at the same time inspiring and evoking an emotional response from your clients.

That is a mission statement, and if your company doesn't have one, it needs one. And if you've already got one, I'll also be sharing top tips when it comes to building a mission statement and the tweaks you can make to yours to take it to the next level.

The reason I'm talking about this today, is that it's actually a topic that's very fresh in our minds right now over here at LifePro. And that's because LifePro just recently hosted our annual Elite Chairman's Club Conference which is filled with our top twenty advisors to learn from one another and celebrate their success. A common theme discussed among these advisors was a widespread understanding of how important it is to have a vision - a why for their company - because having a "why" will create brand loyalty, attract your ideal clients that you actually want to work with, and enable you to find your niche and focus on what you're most interested in. At the end of the day you're not selling, but you're providing financial peace of mind, and that should be reflected in your company's vision, as well.

What exactly is a mission statement? A mission statement is defined as an action-based statement that declares the purpose of an organization

and how they serve their customers. This sometimes includes a description of the company, what it does, and its objectives.

A mission statement provides perfect clarity behind the “what,” the “who,” and the “why,” of your company. The best mission statements are guidelines by which a company operates. Everything you do as a company should work toward your mission statement. Most mission statements are between one and three sentences, never exceeding one hundred words. The best mission statements are typically a single succinct sentence, so keep this in mind when crafting yours. Let’s take a look at a few examples.

JetBlue’s mission statement is “To inspire humanity — both in the air and on the ground.” JetBlue aimed wide with their mission statement, proving that not all mission statements have to be tailored specifically to what a company does. This inspirational statement focuses on their audience, creating an immediate connection with readers, which isn’t surprising considering their history of creative and personal marketing. JetBlue promotes themselves as a group of service-oriented people dedicated to “bringing humanity back to air travel,” so this mission statement works well to reflect their branding and company personality.

LinkedIn’s mission statement is “To connect the world’s professionals to make them more productive and successful.” LinkedIn’s mission statement is succinct and descriptive, encapsulating exactly what the social media powerhouse does: connect professionals from all around the world. Their mission statement stands out as one of the best because it quickly and effectively captures the fundamental function of LinkedIn while placing an important emphasis on the users of the platform, who are always the focus of LinkedIn’s design strategies.

PayPal’s mission statement is “To build the web’s most convenient, secure, cost-effective payment solution.” PayPal’s values center around being a leader in FinTech to democratize financial services for all. This message is apparent in their mission statement, especially because of the

emphasis on being a “cost-effective solution.” Merging security with cost effectiveness accurately sums up PayPal’s central mission of providing affordable services that advance the global economy while protecting people.

What does building your company’s vision look like? As you just heard, the best mission statements leave a lasting impression of your brand in the minds of your prospects and clients, encouraging them to choose you over another advisor. A quality mission statement incorporates your company core values and reflects your organization’s personality. So, how do you get started with crafting your own?

First, think about emotions. For a mission statement to drive brand loyalty and client retention, it should spark an emotional response that makes them want to contribute to building your company’s ideal future. Next, go ahead and be idealistic. Outline your organization’s intended purpose and reason for being beyond making a profit. Remember, making money is an outcome, not a reason. You’re passionately pursuing a dream state.

Your mission statement should clearly express what your brand does, how it does it, and why the brand does it. You can quickly sum this up in your mission statement by providing the following:

**Brand Purpose.** What does your product or service do, or aim to offer and for whom?

**Brand Values.** What does your company stand for? For example, are you environmentally conscious and provide a more sustainable solution to solve a problem? Values are what make your company unique.

**Brand Goals.** What does your company accomplish for clients? Why should they work with you from you instead of another advisor? With these three components, you can create a mission that is unique to your brand and resonates with potential clients.

Vision is about igniting a fire. It's a rallying cry, stating clearly and convincingly the dream pinnacle of any organization. It's about identifying, then achieving, the organization's full potential.

We work with advisors who already do this very well. We have an advisor in California, for example, who's entire business is built around empowering women to achieve financial freedom because it's something that's important to her. We have an advisor in the DC area who has a large network of government employees, and his business purpose revolves around giving back to those who've served. And we have another advisor whose personal experiences with paying too much for college led him to finding his purpose in helping families avoid what he went through. These experiences have allowed these advisors to mold a business around what matters most to them.

Many entrepreneurs and CEOs tend to forget the importance of setting a vision for their organization. Sometimes, the daily grind gets in the way and being the keeper of the vision doesn't stay on the priority list. But I hope through this video today I was able to convince you that building out your company's mission statement creates brand loyalty, attracts your ideal clients, and enables you to focus on what matters to you. I encourage you to dive deeper into your company's vision and reach out to your Field Support Representative to learn more.