

A GUIDE TO... DEVELOPING PURPOSE

Instructions: This guide will help you develop a Purpose statement for your organization. If you already have a Purpose statement created, use this resource to start from scratch. Hit reset and think fresh about your company's Purpose. Use this guide alongside The No B.S Small Business Book.

LET'S START WITH THE BASICS. WHAT DOES YOUR COMPANY DO?

STARTING
WITH THE
BASICS!

WHAT PROBLEM DOES YOUR BUSINESS SOLVE?

WHAT DO CUSTOMERS OR CLIENTS BUY FROM YOU?

WHAT MAKES
YOUR COMPANY
DIFFERENT?

**WHAT IS THE REAL REASON YOUR COMPANY EXISTS?
(THIS GOES BEYOND THE PROBLEM YOU ARE TRYING TO SOLVE)**

*REMEMBER YOUR
PURPOSE STATEMENT
IS THE DEEPER REASON
BEHIND WHY YOUR
BUSINESS EXISTS.*



COMPLETE THIS FILL IN THE BLANK...

OUR COMPANY, **EXISTS**
COMPANY NAME

BECAUSE
REASON

**NOW, WRITE 5-7 DIFFERENT VERSIONS OF WHAT YOUR NEW
PURPOSE STATEMENT COULD BE.**

Five horizontal grey rectangular boxes stacked vertically, intended for writing notes or ideas.

CRAFT A SUCCINCT AND MEANINGFUL PURPOSE STATEMENT HERE:

A large grey rectangular box intended for writing a purpose statement.

*USE YOUR
IDEAS FROM
ABOVE TO
HELP!*