

# the brand experience

## what's <sup>part 1</sup> your story?

Part 1 of The brand Experience is all about figuring out your story.

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### **1. What's your history?**

How did your business come to be? What happened?

hsodsalfisdf

### **2. What's your purpose?**

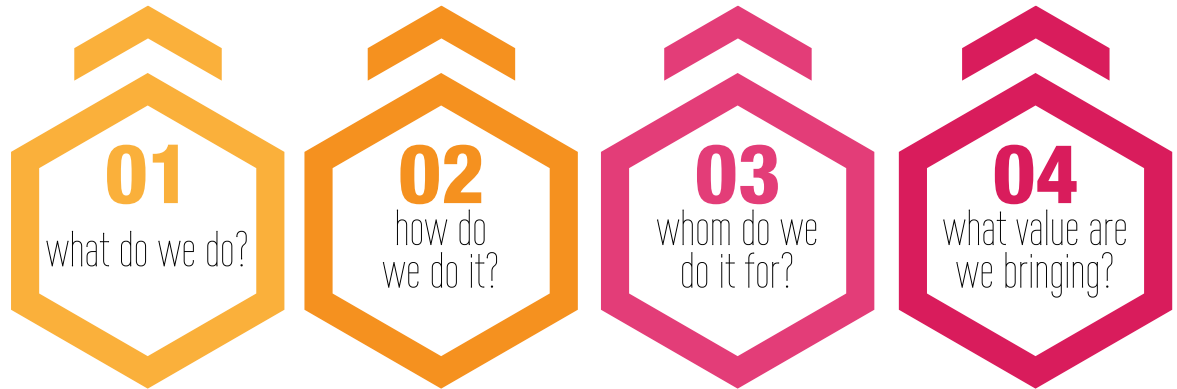
Why is it important to you? What's your reason for being?

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part 1  
what's your story?

## writing a mission statement

steps to writing a great mission statement:



1. What you do

2. How you do it

3. For whom

4. What value

### 3. Your Mission Statement

(put it all together)

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## writing a vision statement

steps to writing a great vision statement:



1. Focus area



2. What value



3. For whom



4. Goal

### 4. Your Vision Statement

(put it all together)