

# Find (& use) the core purpose of your business

## Find the core purpose of your business

Answer the following questions to dive into the Source of your business river

### Personal values

What do I stand for?

The main personal values I live my life by, are...?

What keeps me going against all odds?

The differences I want to see in the world are...? Because...?

Why do people need me? Why do they come to me?

What kind of impact do I *want* to have?

Which personal values do I want to be the driving force of my business?

## Professional mission

I go above and beyond, because...?

The people that have the most inspirational influence on me, are...? Because?

I can't stand this about my industry... I would change it by...?

The transformation I give my clients/customers is...?

The impact on my clients' lives, is...?

Anything else you'd like to add?

## Use the core purpose of your business to...

Write your:

- Guiding ethos
- Mission statement
- Philosophy
- Business culture outline
- Purpose framework

Guide your:

- Content and copywriting {Phraseology}
- Marketing, branding & visual identity
- Choice of staff, freelancers and contractors
- Company culture
- Sales process & customer service
- Customer journey & growth trajectory
- Deeper message & community impact

# Was this exercise helpful? Share it!

You *could* keep this as your little secret, but I reckon you also believe that “A rising tide carries all boats”.

This work has an [Attribution-NoDerivatives License](#) which is suitable for commercial use.

[Terms & Conditions](#)

Please Share:

 Share on **Facebook**

 Share on **Twitter**

 via your email / business networks



Hey, I'm **Jeda Pearl**. I'm a copywriter & communication strategist and creator of the Storytelling Sirens™.

I help incredible business owners, from around the globe, **make magnetic connections with *more* of their ideal clients**, so they can grow their businesses and create *real* change.

How do I do that? I love piercing through confusion, frustration and fear with compelling words - **language grounded in empathy, honesty and clarity**. For my clients, I work as an intuitive copywriter and strategy collaborator + I build expansive frameworks for peeps who want to DIY their own content.

On [jedapearl.com](http://jedapearl.com) I share inspiration, stories & tips on copywriting, marketing, communication strategy and the creative-business life. You can also find out about my award-flirting first business, why I can't eat rice noodles and the diagnosis which changed *everything* over there too.

## Want more writing tips? Download [The 8 Storytelling Sirens](#)

