



The Fill-in-the-Blank Mission Statement Worksheet

Draft a clear, confident coaching mission statement in under 15 minutes.

How to use this worksheet: Work through the prompts below in order. Don't aim for perfection on the first pass, just get something specific on paper. The more specific you get, the more the right clients feel seen.

The Formula

Full version:

"I help [WHO] who [SITUATION / STRUGGLE] achieve [RESULT] through [METHOD / APPROACH]."

Short version:

"I help [WHO] [RESULT]."

The short version is great for conversations and social bios. The full version is better for your website and onboarding materials, where you have more room to be specific.

Step 1: WHO (your specific client)

Not "people" or "anyone who wants to grow." Get specific. Examples: ambitious women in corporate, new coaches who feel like imposters, empty nesters in their 50s, professionals who've just been laid off.

My WHO: _____

Step 2: SITUATION / STRUGGLE (what they're dealing with right now)

The real, current problem in your client's own words. Example: "stuck in careers that no longer fit."

My SITUATION: _____

Step 3: RESULT (the transformation you help them reach)

Where they end up after working with you. Make it concrete and meaningful.

My RESULT: _____

Step 4: METHOD / APPROACH (how you get them there)

Your signature process, framework, or style. This is optional for the short version.

My METHOD: _____

Step 5: Put It Together

My full mission statement:

My short mission statement:

Quick Checklist

- Could a stranger tell who I work with from this one sentence?
- Does it name a specific situation, not a vague feeling?
- Is the result concrete and meaningful to my client?
- Would my ideal client read this and think "that's me"?
- Does it sound like me, not like a textbook?