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Want More Clients? Try a Vision and Mission Page.

The Marketing Chat Podcast ep. 030

Podcast Transcript

Think you hate marketing? Think again! Here on the Marketing Chat Podcast, I share practical, relatable tips to make online marketing easy and fun! I'm Kelly, a marketing strategist, Squarespace website designer, and founder of the Women Podcasters Academy. I'll be breaking down big ideas into actionable steps so you can get moving with your marketing with way less stress and way more fun!

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Welcome to the Marketing Chat Podcast!

Last week I did an episode called "How Many Pages Should My Website Have." In it, I discuss how you need to be strategic in deciding how many pages to include on your website.

I also walk you through the 7 basic pages to include on your website, and I explain why they are essential to have.

Today I'm going to talk about why having a Vision and Mission page can help you get more clients. And I'm going to walk you through writing vision and mission statements.

What is a Vision and Mission page? It's a page on your site where you place your values and vision and mission statements. You can also include any causes your support and how you give back.

Your Vision and Mission page is where your visitors and would-be clients can get an idea of what you stand for and what's really important to you. It's where you state the purpose of your business and where you see your business going in the future. It lets

your visitors and would-be clients know how your business contributes to the world and to them.

The result of this is that your would-be clients decide if you and your business align with their values.

When people hire a service-based business, they're usually comparing different providers instead of going with the first one they find. They're usually choosing between different services, programs, and providers.

A Vision and Mission page can make the difference in whom they decide to hire. I've had clients tell me that they ultimately chose to hire me because of my Vision and Mission page. They said that what I wrote there, particularly the causes I support, showed that I aligned with their values and showed them that we would work well together.

In your values section, you can be very specific and list things such as the environment, LGBTQ rights, or human rights. Or you can be more general and list more amorphous values, such as authenticity, creativity, and leadership. Then you would list a cause or two that you support to expand on your values.

On my Vision and Mission page, I list general values: Authenticity, bravery, innovation, and compassion. Then I name two organizations that I support: The Human Rights Campaign, which supports LGBTQ right, and the Leonardo DiCaprio Foundation, which supports animals and the environment.

Some clients have commented on one or both of these organizations, saying that they appreciate my sharing right upfront causes that I support.

Lots of people want to work with businesses that align with their values or at least don't go against their values. Some people boycott or avoid doing business with companies that don't align with their values.

Now, not everyone is like this. Some people don't care.

Plus, when you share your causes or specific values, you may turn off some would-be clients.

Personally, that's a risk I'm willing to take. I like having visitors self-select as aligning with my values. If my values turn them off, that's fine with me if they choose not to work with me.

So, you can still have a Vision and Mission page on which you share your vision and mission statements, and you can leave off causes you support. Or, you can go all in and put them all on the page.

If you choose to have a Vision and Mission page, let's discuss writing your vision and mission statements.

These are key parts of your business because they set the stage for what your business is doing and where your business is going.

And they both start with your values. Your brand values may be the same as your personal values, or they may just overlap.

You'll want to create a list of things that your brand stands for. Brainstorm a list of values. Don't edit or censor it yet.

Consider things such as responsibility, leadership,, sustainability, diversity, service, creativity, humor, stewardship, education. You get the idea.

Now go back and narrow the list down to three to five core values.

Think about what your brand really stands for, what your brand really represents, what your brand would fight for.

Now comes the vision statement.

Your vision statement is focused on the future. It describes how you want to grow. It includes your purpose and your values.

Let's look at few excellent vision statements by some big brands.

Google's vision statement is:

"To provide access to the world's information in one click."

You can tell that they value free access to information, equity, and easy access to information.

Here is Hulu's vision statement:

"Lead the future of Streaming TV by creating new and familiar experiences for our viewers, amplifying bold voices, and challenging our diverse builders and creators to push the boundaries of storytelling and technology."

Hulu values boldness, diversity, creativity, pushing boundaries, storytelling, and technology. And they desire to be the leader in streaming TV.

Here is Squarespace's:

"To provide a simple, stylish web publishing platform."

Really short and to-the-point. They value simplicity, style, and creativity.

These three vision statements have four things in common. They are people-centric, inspiring, future-focused, and short.

Google and Squarespace start their vision statements with "to provide," implying "to their customers. Hulu writes, "For our viewers" and "challenging our... builders and creators"—also putting people first.

You can start your vision statement with a phrase such as "to be a leader," "to set a new standard," or "to be the premier." But you still need to put people first. The best businesses aren't ego projects. They're here to serve your customers or clients.

You'll want to include or imply your values. Google revolutionized online searches, but they don't use the words "revolutionize," "transform," or "change" in their vision statement. "Revolutionize" is implied.

These three vision statements are just one sentence. Keep yours to one or two sentences. The shorter it is, the easier it will be to remember.

Your vision statement is a sort of rallying cry. Even if you are a business of just one, sometimes you need a rallying cry when you're going through a difficult time. And a powerful vision statement is essential when you hire someone or even outsource some work.

To write your vision statement, start with your values.

Now consider the purpose of your business.

Now imagine where you want to be in the future.

Do you see your brand as a leader? As setting a new standard? As being the premier in what you do?

Start writing whatever comes to mind. Don't edit or censor. It's okay if it starts out too long.

Now go back and edit. Cut out unnecessary words. Be succinct. Use inspiring words.

Cut it down. Cut it some more.

Get it down to one or two sentences.

Does it inspire you? Would it inspire other people?

Awesome! Then you've got it.

Let's move on to your mission statement.

While your vision statement is focused on the future, your mission statement is focused on the present. It states what your brand does and how it plans on getting to its vision of the future.

Your mission statement is also short—just one or two sentences—and it should be inspiring.

Here is Google's mission statement:

"Our mission is to organize the world's information and make it universally accessible and useful."

This states what Google does and why they do it. It also reflects their values again.

Here is Hulu's:

"To help people find and enjoy the world's premium video content when, where, and how they want it."

This speaks to how Hulu “leads the future of streaming TV.” It stakes Hulu’s claim to being the purveyor of “premium content.” And it is people-centric.

Finally, I’ve got to share my favorite mission statement ever–Nike’s.

“Bring inspiration and innovation to every athlete* in the world. *If you have a body, you are an athlete.”

This mission statement is totally inspiring in that it tells you that you, yes, YOU are an athlete. Nike values inspiration, innovation, inclusivity, and diversity. Their website, their products, and their ads back this up.

Let’s write your mission statement.

Refer to your vision statement and work backward.

How will you achieve your vision?

If you are going to lead, how will you do it?

If you are going to “set a new standard,” how will do do that?

Look at Hulu’s vision and mission statements for a great example of how to set up yours.

Work in the present tense when writing your mission statement. Think “now.” Your mission is what you do right now and how you do it.

Just like with your vision statement, you can start out writing as much as you want. Don’t edit or censor yourself yet.

When you’ve gotten everything out, then go back to edit. Make sure you’re using inspiring words. Then be concise.

Cut it down to one or two sentences.

When you’re all done, consider putting your vision and mission statements on a page on your website. I think you’ll find that would-be clients will appreciate it—especially

your ideal client. If someone is an ideal client, by definition they'll align with your vision and mission.

That's it for today!

Wherever you're listening to this, I'd love it if you're subscribe and leave a positive review!

You can leave comments on this episode's page on my website. Link in the show notes.

I'll be back on Friday.

See you then on the Marketing Chat Podcast!

Links mentioned in this episode

["How Many Pages Should My Website Have"](#)

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Angela Kelly Smith is a marketing strategist, Squarespace website designer, and the founder of the Women Podcasters Academy. Her mission is to help women entrepreneurs create the successful business of their dreams through strategic marketing that establishes them as authorities in their field and helps them attract more of their ideal clients.