

# **STEAL THIS**

## **MISSION + VISION STATEMENT PROMPT**

Copy + paste the complete prompt below into your favorite AI platform:

**I need your help writing a mission statement and vision statement for my business.**

**Please act as a strategic business coach and guide me through a thoughtful conversation, asking one question at a time to gather the insights you need.**

**Here's what I'd like you to do:**

**Start by explaining the difference between a mission statement and a vision statement so I'm clear on what we're creating.**

**Then, ask me one question at a time to uncover:**

- **What drives me personally and professionally**
- **What impact I want my business to have in the world**
- **Who I serve and why**
- **What values matter most to me**
- **What future I'm building through my business**
- **What success looks like for me**

**After you've gathered enough information, summarize my responses back to me to confirm accuracy.**

**Then, write a draft mission statement and a draft vision statement based on everything I've shared.**

**Ask if I'd like to refine either one and help me do so if needed.**

**Please stay conversational, ask follow-up questions when necessary, and don't rush the process.**

**My goal is to end with a mission and vision statement that truly reflect who I am and what I'm building.**