



# YOUR CORE MESSAGE

Everything you need to know  
to craft your Elevator Pitch,  
Mission Statement  
and Vision Statement



[WWW.rhondaloweconsulting.com](http://WWW.rhondaloweconsulting.com)

## WORKSHEET

# ELEVATOR PITCH

**Hook:** Write your first sentence that will grab the reader, or listener's attention and clearly outlines your value.

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**Problem:** What is the biggest problem you have a solution for?

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**Solution:** What is your solution to that problem?

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**Differentiation:** What is that one big thing that sets you apart from your competition?

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WORKSHEET

# ELEVATOR PITCH

Call to action: What do you want them to do next?

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**Your Finished Elevator Pitch**

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## WORKSHEET

# MISSION STATEMENT

**Purpose: What do you do and why do you exist?**

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**Values: What are your guiding core beliefs and principles?**

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**Goals: What is your solution to that problem?**

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**Differentiation: What is that one big thing that sets you apart from your competition?**

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## WORKSHEET

# MISSION STATEMENT

**Audience:** Who is your primary, target market?

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**Tone:** What is the tone of language that will resonate with your audience?

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**Actionability:** What action steps will be inspiring and motivating?

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WORKSHEET

# MISSION STATEMENT

Your Finished Mission Statement

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## WORKSHEET

# VISION STATEMENT

**Clarity: What are your organizations goals and aspirations?**

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**Inspiration: What will inspire and motivate others?**

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**Long-Term Focus: What are your aspirations for the future?**

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**Realistic and achievable: What is your "stretch" goal but also attainable?**

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## WORKSHEET

# VISION STATEMENT

Reflective of your values: Does it communicate what you stand for?

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Your Finished Vision Statement

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