**Marketing Purpose Statement Worksheet**

Your marketing purpose is not about what you do! It’s about why you do it. Here’s some question for you to think about to understand why. Take a look at questions 7, 8 and 11 on your customer survey to help you.

1. **What value do you always deliver?**
2. **What advice would you give to someone looking to buy what you sell?**
3. **How do you want your customers to describe you, your company, your service?**
4. **Write your Marketing Purpose, what’s your internal rallying cry?**