

**CALLED TO SERVE**

**“If I woke up every morning feeling excited about life, fulfilled, and confident knowing I was making a real difference in the world... What would I be doing?”**

**“What’s the game-changer work I’m  
put here on this earth to do?”**

**Is what I'm doing right now helping me fulfill my mission, and do the work I'm called to do?**

# Clarifying Your Mission

- Your life's mission should be in full alignment with your core values, and shine through in everything you do. You want to live and embody this.
- Not just about you. Includes others. Something that fuels you daily, and allows you to grow into who you have to become. **Puts you on a journey.**
- Simple, clear and authentic to you (not generic, doesn't have to be "perfect", or what you think others want to hear).
- **My mission in life is to lead a life that inspires others to become the best version of themselves, and get their authentic message out into the world**
- Action: Get clear and write out your mission

# Mission (YOU)

- What is the work you feel called to do?
- What is the problem you feel called to solve?
- What's the message you feel called to share?

# Mission (THEM)

- Who are the people you feel called to serve?
- What's the big impact you want to have on them, as a result of what you do?
- What's the unique contribution you want to have on the world?

# Mission (WHY)

- What's the purpose behind WHY you do what you do?
- What's the reason you feel so compelled to do/share this?
- What about doing your best work, fulfilling your purpose and seeing others get results, gets you lit up and excited?
- \*Be specific

**Question: How can you let this shine through your messaging and marketing?**