

# MARKETING PLAN TEMPLATE

## PART 1: OVERVIEW OF STRATEGY

**A. MISSION:** (A business's Mission Statement is a constant reminder to its employees of why the business exists and what its founders envisioned when they put their efforts, reputation, experience & fortune at risk to breathe life into their dreams. A business that has lost sight of its Mission Statement has started its slippery slope to failure. For help: [How to Write Your Mission Statement](#); [Top 10 Company Mission Statements](#); [5 Tips for a Useful Mission Statement](#))

**B. VISION:** A vision statement for a business focuses on what they intend to be. It is simply a description of the "what," meaning, what the business intends to become. For help: [Best Examples of a Vision Statement](#); [Corporate Vision Statements](#); [DEFINING YOUR COMPANY'S VISION](#))

**C. VALUES:** A value statement is an expression of a company's or individual's core beliefs. For help: [What Is a Value Statement?](#); [Make Your Values Mean Something](#); [Develop Your Value Statements for Your Strategic Framework](#))