



# IDENTIFY YOUR BUSINESS MISSION



It's time to move away from the tired old style of business video which follows the script: *'Here I am, let me tell you about my business'*

Your videos should be about the experience, the knowledge, the expertise, the people, the personalities at the heart of your business.

This is the kind of authentic video content that gets likes, shares and comments on social media and takes your business to a wider audience.

The **first step** to finding your authentic voice is to **identify your business mission** which is different to your **business goals**.

For example a restaurant's **business goal** might be to open 3 new restaurants by next year while the **business mission** might be more egalitarian: *We believe the fine dining experience should be available to all.*

If your video marketing is only focused on your business goal audiences switch off. Setting your business mission at the heart of your video marketing strategy is more likely to lead to authentic content that gets engagement.

So by focusing on their business mission the restaurant may decide to make a series of recipe videos where the chef shares some of her best meals.

If you give something of the expertise, personality, and product of the business away for free you will find it connects with an audience, builds a loyal community and brings organic shares on social media.

**Find the place where the business goal and business mission intersect and you can make video content that is authentic but also grows your business.**



**SHAREABLE VIDEO CONTENT!**



**Identify your top 3 business goals:**

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- \_\_\_\_\_
- \_\_\_\_\_

**Pinpoint your business mission(s).** For example the Big Kids Little Learners mission is *'To give families the opportunity to play together, learn together, and explore education together.'* Or it can be helpful to express this as a belief *"We believe every business, big or small, should be empowered to create their own videos."*

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**Now list 3 video ideas that could help you share that big mission with your audience and move you closer to achieving some of those business goals e.g. a vlog describing how and why you started your business, a 'how to video', an interview with your most passionate team member.**

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