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# *Vision*

WHAT THE WORLD  
WOULD LOOK LIKE,  
IF EVERYONE HAD ACCESS  
TO YOUR PRODUCTS.

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# VISION

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## *Definition*

The vision statement defines the big dream for your company. This is a way for your clients to be inspired and believe in you. The vision statement allows people to become a part of something greater than themselves.

Your vision statement is how the world would be if everyone had access to your products. For most businesses this is a very key aspect of their success. It not only inspires customers, but also everyone involved in the business. This statement keeps everyone working toward a unified goal to better the world.

If you are having a hard time defining what your big vision for your company is, try working through the exercise on the next page.

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## *Exercise*

**W**rite out a list of all the products you offer. See what underline idea, purpose or passion links them all together. That will be the essence of your dream.

After you've discovered what the main idea of your dream is, you can start to develop a vision statement that expresses it.

Remember to include everything your business offers when making your list. Do not leave anything out! We are creating sentences that summarize your business. It's very crucial that you are taking all aspects of your business into account before refining and compressing your content. Otherwise you may feel that a statement is incomplete or that something is missing, when you're finished creating it.

I've created a list for you to fill out on the next page. Don't worry if you can't fill every slot, that will make it easier for you to define the underline aspect of your vision statement.

# Products

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_

# Underline Idea

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# Too many options?

If you are having trouble figuring out how to condense the essence of all of your products into one underline idea, it's okay! Try looking at your list and creating three or four main ideas first. Once you have done that, see if you can find the core motive or inspiration that drives those few aspects of your business. The core inspiration will be the final essence of your business, which you will incorporate into your vision statement.

## Main Ideas

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Underline Idea

\_\_\_\_\_

The vision statement is what defines the big dream of your company.

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## *Sentence Structure*

**R**emember this? Create first and refine later! Pick a simple sentence structure, fill in the blanks, and refine from there.

One of the most common struggles people have when creating their branding statements is not knowing how to begin. In one of the earlier chapters (The Paper Scraps Branding Process) I mentioned how important it is to simply create your sentence and not worry about it being perfect in the beginning. So here are a few of the most common sentence structures for vision statements that my clients have used in the past.

1. I/We envision a world where \_\_\_\_\_
2. I/We want to live in a world where \_\_\_\_\_
3. I/We believe in \_\_\_\_\_

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## Client Experience

I had a client that was having an especially difficult time with this statement. This exercise helped her greatly. She was about to open a dance and art studio that revolved around redefining female sexuality. However when she began with that idea, it didn't seem to fit.

She felt as if she was leaving out a few aspects of her business. After creating her list she realized that the main aspect of her vision was, **"Redefining Self Expression"**. In her case, that was her full statement. Keep in mind that the shorter and more concise you can get, the better.

This is not about creating over the top marketing phrases, but about defining your true core essence, whatever that may be.

There is no need to be elaborate here, the more concise and authentic your statement is, the better.

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## *Your Vision Statement*

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- Is it authentic?
- Is it concise?
- Is it clear?
- Is it impactful?