



## **Mission Driven Storytelling**

Let's share your mission with a powerful story and unite your community!

### ***Mission-Driven Content***

*[This format can be repeated for the other 3 topics to create a cohesive email series that reinforces your mission statement while offering actionable ways for your audience to connect!]*

### **Step 1: What is your direct offer? We want you to be selling NOW!**

Help your audience understand how your mission positions you as the ideal choice for their needs. Offer a chance to connect directly to learn more about your services—like a discovery call, workshop, roundtable discussion, or purchase of an on-demand course/training.

### **Step 2**

- **2a: Craft and refine your mission statement for the year ahead.** Remember, a mission statement is public facing and answer these questions: What do I do? Who do I serve? How do I help?

*[Example: We help established coaches, consultants, speakers and subject-matter experts scale their business with purpose and alignment, creating growth that honors their values, supports their well-being, and fuels their joy and fulfillment.]*

Ruthie: To amplify the voices of brands that champion moms through strategic social media marketing, while creating a space that empowers working mothers to thrive.

- **Step 2b: Brainstorm 4 Topics for Emails**
  - **Topic 1: How to Amplify Your Voice**
  - **Topic 2: Why Championing Moms Matters**
  - **Topic 3: Leveraging Social Media For Busy Mom Business Owners (Strategic social media doesn't mean post more)**
  - **Topic 4: Why Empowering Moms Means So Much To Me**

*Examples...*

- *Topic 1: The Power of Scaling with Alignment—How Honoring Your Values Drives Growth*
- *Topic 2: Overcoming Burnout—Why Scaling Doesn't Mean Sacrificing Well-Being*
- *Topic 3: Joy as a Strategy—How Fulfillment Fuels Sustainable Success*
- *Topic 4: Building a Business That Feeds Your Soul (Not Just Your Bank Account)*

### **Step 3: Outline the main points of your FIRST email**

- **Topic 2: Why Championing Moms Matters**
- Subject line:
- Email opening hook: In the New Year, New You chatter, what no one is talking about it the mental load moms carry to make life and business happen.
- Share a story from your past: Talking to my husband and 2025 goals. His are just about him; mine are all encompassing:

- Biz goals
- Goals for the home
- Goals for the kids
- Spring break travel.

Impact/htought I had was you can't do all of this, Ruthie. What can you delegate?

- Share how this relates to what you are doing now: This is why I started this business. As moms, we need to delegate - big time! I'm here to help you .....(mission).
- Share the teaching point/s you want to make:
  - Give yourself some grace - you can do anything, but you can't do everything.
  - Something's gotta give, or you are going to hit burnout?
- Leave your audience with a question to ponder: What's draining you most right now?

**Step 4: CTA - what do you want people to do next? Reply, register, book a call?**

- CTA (see step 4): If you'd like to see if taking social media off your plate/to-do list, makes sense, click here.

**Example Email: Mission-Driven Storytelling**

**From:** *hq@joyfulbusinessrevolution.com*

**Reply To:** *hq@joyfulbusinessrevolution.com*

**Subject Line:** *Your Business Shouldn't Cost You Joy*

**Preview:** *Scale with purpose, alignment, and well-being.*

**Send Date:** *January 10, 2025 - 8 a.m. ET*

Hi [FNAME],

**[HOOK]**

Have you ever felt like scaling your business means losing the very things you built it to protect—your values, your well-being, and your joy?

**[STORY]**

I remember working with a coach who had built a wildly successful business—on paper. But behind the scenes, she was overworked, exhausted, and questioning whether it was all worth it.

Her values felt compromised, her health was suffering, and despite her financial success, she wasn't happy.

She told me that working at Wal-Mart felt like the break her brain needed. I know I have felt this way in the past—have you, too?

**[RELATE TO NOW]**

Once this client and I began working together, we started by rebuilding her business with alignment and purpose at the core. We redefined success—not just by revenue, but by how much freedom, joy, and balance her business created.

Today, she's joyful and balanced — financially, emotionally, and physically—and her business feels like she can continue on doing the work she loves to do.

## [TEACHING POINT/S]

**Here's what I want you to know from my heart to yours:**

- Scaling doesn't have to mean sacrificing your well-being.
- Growth with purpose creates sustainable success — not burnout.
- Joy and alignment aren't luxuries; they're strategies for long-term impact.

## [QUESTION]

What would scaling your business look like if it actually fueled your joy instead of draining it?

## [CTA]

I'd love to hear from you today. Hit reply and share: What's one way you're committed to growing your business without compromising your values this year?

[Or, book a call with Amy and let's explore how to scale in a way that feels deeply aligned with your purpose.](#)

xo,

Shannon