



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.]

- **Step 2b: Brainstorm 4 Topics for Emails**

- **Topic 1:**

- **Topic 2:**

- **Topic 3:**

- **Topic 4:**

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

- Subject line:
- Email opening hook:
- Share a story from your past.
- Share how this relates to what you are doing now.
- Share the teaching point/s you want to make.
- Leave your audience with a question to ponder.
- CTA (see step 4)

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

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