



Mission & Vision Statements and Taglines

There are three statements that will help you with your company. These are for the public and yourself so that you are all clear on the great service or product that you are providing.

"Just do it."
- Nike

"Fly the friendly skies."
- United Airlines

"The quicker picker-upper."
- Bounty

Your Tagline

Write out your tagline. Some examples are seen on the left.

Your Mission Statement

This statement is a short statement of why an organization exists. It is also the overall goal that a company provides while identifying the product or service it provides.

Your Vision Statement

This is a vision statement is a statement covering your mid-term and long-term goals. This is a statement of where you are going.

