

## THE ART OF CONTENT MARKETING



# Mission Statement

The mission statement for your content strategy is about **WHAT** you do now. What is your business doing everyday that aligns with your vision of the future. How can your content communicate **What You Do**?

Eg. My mission is to create excellent paintings for discerning collectors. (What you do) Now how can your content bring that to life for your audience to understand visually and in writing.

**Write your mission statement:**

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