

# How To Create A *Personal Vision & Mission Statement* for Your Speaking Ministry

A One Hour Teleconference with Marnie Swedberg  
Tuesday ~ March 21, 2006 ~ 4 p.m. Eastern

## PREWORK – Before the call...

On a separate sheet of paper, answer these questions as they relate to you and your speaking ministry.

1. When I speak, am I most like water, earth, wind or fire? Once you have chosen, write down everything you can think of about that element. [i.e. – water flows, is wet, cleans, etc.]
2. Start working out your USP (Unique Selling Point). What about you, as a speaker, is unique? Why would an event planner want to choose you over some other equally wonderful speaker? Write down everything you can think of that sets you apart from the other women you know. How can God tell the difference between you and other people: What makes you unique to God?
3. If you could speak at ANY event worldwide, which one would you choose? Why?
4. On the following page is a list of verbs. Read the list through one time. The second time, highlight all of the words that you like – words that feel good to you. The third time, put an “X” beside the words that most describe the person you would like to become in Christ. The final time through, put a square around the three words that will define your vision statement: Where do you see God leading you in the future?
5. What do you stand for? What is your passion? If you could accomplish only one thing in your life, within your speaking ministry, what would it be? Freedom? Motivation? Joy?
6. To who are you called? The world is a big place: God is probably not calling you to the blind in India, the homeless in Chicago *and* the unwed mothers in Manhattan. But, He is calling you to someone. When you envision the group(s) before which you would feel the most energized, excited and honored by God, what group comes to mind?

## TELECONFERENCE NOTES

Statements should be:

- Clear: Exciting, inspiring and motivational
- Short: No more than one sentence.
- Memorized.
- Reviewed often.

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**A vision statement** provides the \_\_\_\_\_:  
It tells us what we hope to accomplish through our speaking ministry. It is a “TO BE” statement.

SAMPLE: Marnie’s Speaking Vision: I speak to encourage women, to provide them with practical help, and to turn their thoughts toward Jesus.

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**A mission statement** provides the \_\_\_\_\_:  
It tells us what we need to do in order to reach that goal. This is a “TO DO” statement.

SAMPLE: Marnie’s Speaking Mission: I provide comfort, encouragement and practical help by speaking for groups whose originally scheduled guest cancels at the last minute due to an emergency.

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<http://www.Marnie.com>

Recommended Reading: The Path  
by Laurie Beth Jones (Hyperion Books)  
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