

Better Business Decisions

Using the **Mission** › **Method** › **Mechanism** Model

On Page 4, you will see your **Mission** › **Method** › **Mechanism** fill-in framework. Below (and on Pages 2, 3, and 5) you will find guidance to help you get the most out of this critical process.

Mission › Method › Mechanism
Your guided exercise to make better business decisions each time.
Please read the instructions for use on Pages 1 - 3 to get the most out of this tool.

Mission:

Critical Features (Brand):	
Critical Features (Audience):	
Critical Constraints:	

Method:

Critical Features (Brand):	
Critical Features (Audience):	
Critical Constraints:	

Mechanism:

Critical Features (Brand):	
Critical Features (Audience):	
Critical Constraints:	

1 Fill out the key business mission (goal) you want to focus on. Create a statement that has a clear, measurable outcome. "To become an expert in my field." is hard to measure, but "Build an interest list of 100 people for my new product before it launches." is simple to measure.

2 Record one or more critical needs/features for your brand ("Attract engaged subscribers with a 50% or more open rate and stay 'top of mind' for their yoga needs before I launch.") then write in one or more critical features for your audience ("Offer info and experiences they don't get elsewhere.")

3 Write down any key constraints (limitations or boundaries) for your goal. Ex: "Must be able to create time-sensitive updates likely to be seen by the 100 people."

4 Refine your mission statement to be even more clear once you've recorded the critical features and constraints that directly affect and clarify your goal. Ex: Let's say you initially had your goal as "Get my first 100 subscribers." but after writing out the critical features of this goal for your brand and audience, you realized that you want 100 people on an interest list *specific to your product* (so, not just a general list). If you know you're building this list to test a product you want to introduce, you'll want a mission that reflects that. Ex: "Build an interest list of 100 people for my new product, pre-launch, so I can see a clear conversion rate of buyers and figure out if this is a good product for this audience."

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5

Before you decide on the method (way) you will carry out your mission, record one or more critical needs/features that your brand has in relation to the method you will choose ("Must be able to deliver info and offers to audience at all hours of the day because I expect people from multiple time zones.") then write in one or more critical features for your audience ("Communication must happen in a platform or tool they already use regularly and enjoy.")

6

Write down any key constraints (limitations or boundaries) for your method. Ex: "Can't involve a lot of writing. I hate it." or "Can't be solely dependent on a single social media platform's algorithm since I have a small following right now and won't likely have my content shown to enough of my subscribers."

7

Based on your well thought out critical features and constraints, it's time to decide the method (way) you will carry out your larger goal. For example: You might decide that you want to gain Facebook Messenger subscribers for your yoga product interest list instead of email list subscribers (you might also choose to do both) because you like the fact that Facebook is a platform your audience already uses, you know the messages will appear in their notifications, and you love that you'll be able to send memes, GIFs, videos, or short text snippets about yoga instead of creating longer-form emails.

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8

Before you decide on the mechanism (tool) you'll employ to fit the method you've chosen and to carry out your mission, record one or more critical needs/features that your brand has in relation to the tool ("Allows segmented leads and multiple 'tags' for each subscriber, so I can target them with the info that makes most sense.") then write in one or more critical features for your audience ("Content must be easy to interact with, view, and understand so the interactions don't frustrate them.")

9

Write down any key constraints (limitations or boundaries) for your tool. Ex: "Can't cost more than \$20/month unless I'm seeing a return on investment within the first six months that shows me the tool helps me make more than it costs me to use."

10

Based on your epic thoughts on any critical features and constraints, it's time to choose the mechanism (tool) you will use. When you are considering options now, you know the key features each tool must have to help with the method you've chosen to execute the larger goal. If you find that a tool doesn't have a critical feature, it's probably not a good fit. If you find two tools that both meet your feature and constraint requirements, then you can pick the one that is easier to use, or looks better, or is less expensive, or whatever you prefer because it doesn't matter once your needs are met.

This process will help you **define your mission clearly**, choose goals that tie back to the greater purpose of your brand, choose **methods that make the most sense** for you and the people you serve, then get you **out of comparison shopping mode** for tools and **into a state of action**.

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Thank you for going through this process. Please feel free to print multiple copies of Page 4 for yourself to use for various brand and life goals.

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P.S. If at any point in this process (ex: when you're choosing a method, or defining the critical features of your method/mechanism, or any of the numbers 2 – 10 in this process) you have a hard time answering something, it's probably because more clarity was necessary in the stage before.

Ex: If you can't come up with a key feature your method must have in order to serve your audience best, you probably don't have a clear handle on your mission/goal and need to go back up to that step and dig deeper.

If you're having a hard time with even Step 1, you might need to go back to your business planning to make sure you understand the audience you want to serve, how you are a good fit to help them, and what your business model is.

Basically, this framework is so valuable because it gives you an idea of where the real problem might be when you're having decision pains or when you feel yourself stalling on choosing a method to execute a mission or a tool to help with a chosen method. I hope you enjoy using this!

Please share MissionMethodMechanism.com with friends who might want to make better business (and even life) decisions as well. Thank you!