



Mission Statement

What it is and Why you'd write one

A mission statement isn't usually the first statement that artists write, but it should be. The mission statement is important because it will inform the major aspects of your business.

A mission statement provides the “why” and “how” of what you do.

For example, answer the following:

Why do you make art?

Why are you pursuing a career in the arts?

What is your goal as an artist?

Who are you creating art for?

If you answered “because I have to” or “to make the world better” than you're not quite there.

It isn't easy, but your mission statement should succinctly tell us why you're doing what you do, how you're doing it, and who you're doing it for. It is ok to make art for yourself and your art doesn't have to change the world, but you should be able to answer why you're recording a record, exhibiting your art in a gallery, or performing on stage.

Fill in the blanks of one or more of the following templates to draft your personal mission statement. These are only templates to help you get started. You can alter them as you desire:

Template Sample 1

My mission is to use my [interest/abilities/positive personality traits] to achieve [your goals], based on my [principles/values/education].

Template Sample 2

To be known and respected for my [expertise/abilities/qualities you wish to develop], which exhibits [principles/values/training/problem solving] and results in [your goal].

Template Sample 3

To [what you want to be, or what you want to do] so I can [describe what achieving the aspiration you wrote in the first blank will let you experience, contribute or provide here]. To make this happen I will [list the most important actions you will take]. I believe my [list training, experience, values that set you apart and end with positivity and/or future aspirations].

Template 4

As a [your identity or type of artist], I [what you want to do, hope to do, what you are doing]. I [explain what makes you special about what you do]. I [say what you believe, include your values, training] and [end with how you will contribute positively to your artistic medium/industry/field/career/society].

How to use it

Use it to guide and direct what you do. If you get to a point where your mission statement doesn't reflect what you're doing or what you want to do then it is time to draft a new one.

With a clear and focused mission statement, you'll have a much easier time dressing it up a little as an artist bio, artist statement, or pitch.