



## Mission Worksheet

Client Name: Make Taxes Fair

Date: March 17th 2025

### Step 1: Remember Your Vision

Review Your Brand's vision. If helpful you can paste your vision statement here:

At Make Taxes Fair, we envision a future where every American business owner has the knowledge, confidence, and strategies to legally minimize taxes, maximize profits, and build generational wealth.

### Step 2: Brainstorm

How will your brand advance these ideas or make an impact in this area?

So many business owners lack clarity, understanding, and therefore have roadblocks... they fail to take action.

It's nebulous and "scary" taking action without that clarity.

What does future success look like for your brand? What goals do you have? What are your targets?

Make Taxes Fair as a trusted guide. Giving them the tools and ability to take ACTION. Knowledge is NOT power, knowledge applied is power.

Success for us is that everyone that interacts with us feels like they have the tools to take action.

What is the 'big picture' goal that you and your brand are working towards right now?

We are working to be THE trusted source for tax strategy for the small business owner that is growing their business and feeling the tax pinch.

They want and need help and are not getting that help.

We want to be able to serve them through our education and resources and build the trust along the journey so that when they get to the place that they are ready for DONE FOR YOU services.



To help American entrepreneurs achieve freedom from the financial and emotional burden of taxes.

### **Step 3: Define Your Mission**

## **Our Mission:**

To help American entrepreneurs achieve freedom from the financial and emotional burden of taxes.