

60-Second Test Checklist

If you can't explain your mission in 60 seconds, it's not clear enough yet.

The Test

Read your mission statement aloud. Time yourself. Then check each box:

- I can say it in under 60 seconds without rushing
- A stranger would understand what I actually DO
- It names a specific audience (not "everyone")
- It includes a concrete outcome (not "raise awareness")

You need at least 3 of 4 to pass. If you don't pass, revise and test again.

Common Fixes

Problem	Fix
Too vague	"I want to help animals." → Who? How? What outcome?
Too broad	"I advocate for animal welfare." → Which animals? Which issue? Where?
No audience	"I spread awareness." → To whom, specifically?
No outcome	"I educate people." → So that what happens?

Revision Space

If you didn't pass, rewrite your mission statement here:

Quality Ladder

Level	Example
Too vague	"I want to help animals."
Better	"I advocate for humane TNR programs in San Diego County."

Level	Example
Best	"I help rural property owners in North County understand that barn cat programs reduce rodent problems more effectively than poison, so that fewer feral cats are euthanized at county shelters."