| **VISION** |
| --- |
| **COREVALUES** | **1.****2.****3.****4.****5.** | **3-YEAR PICTURE** |
| **Future Date:** **Revenue:****Profit:****Measurables:****What does it look like?** *
*
*
*
*
*
*
*
*
*
*
 |
| **CORE** **FOCUS** | **Purpose/Cause/Passion****Our Niche:** |
| **10-YEAR TARGET** |  |
| **MARKETING STRATEGY** | **Target Market/“The List”:** **3 Uniques:** **Proven Process:** **Guarantee:** |

| **TRACTION** |
| --- |
| **1-YEAR PLAN** | **ROCKS** | **ISSUES LIST** |
| **Future Date:****Revenue:** **Profit:** **Measurables:****Goals for the Year:**

|  |  |
| --- | --- |
| **1.** |  |
| **2.** |  |
| **3.** |  |
| **4.** |  |
| **5.** |  |
| **6.** |  |
| **7.** |  |

 | **Future Date:****Revenue:** **Profit:** **Measurables:****Rocks for the Quarter: Who**

|  |  |  |
| --- | --- | --- |
| **1.** |  |   |
| **2.** |  |   |
| **3.** |  |   |
| **4.** |  |   |
| **5.** |  |   |
| **6.** |  |   |
| **7.** |  |   |

 |

|  |  |
| --- | --- |
| **1.** |  |
| **2.** |  |
| **3.** |   |
| **4.** |  |
| **5.** |  |
| **6.** |  |
| **7.** |  |
| **8.** |   |
| **9.** |  |
| **10.** |  |

**Prioritize*** **Identify**
* **Discuss**
* **Solve**
 |