| **VISION** | | |
| --- | --- | --- |
| **CORE VALUES** | **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** |