| **VISION** | | |
| --- | --- | --- |
| **CORE VALUES** |  | **3-YEAR PICTURETM** | |
| **Future Date:**  **Revenue:**  **Proﬁt:**  **Measurables:**  **What does it look like?** | |
| **CORE  FOCUSTM** | **Purpose/Cause/Passion:**  **Our Niche:** |
| **10-YEAR  TARGETTM** |  |
| **MARKETING STRATEGY** | **Target Market/”The List”:**  **3 UniquesTM:**  **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.** |  |   With your cursor in the last row, press Tab to add another row. | **Future Date:**  **Revenue:**  **Proﬁt:**  **Measurables:**  **Rocks for the Quarter: Who**   |  |  |  | | --- | --- | --- | | **1.** |  |  | | **2.** |  |  | | **3.** |  |  | | **4.** |  |  | | **5.** |  |  | | **6.** |  |  | | **7.** |  |  |   With your cursor in the last row, press Tab to add another row. | |  |  | | --- | --- | | **1.** |  | | **2.** |  | | **3.** |  | | **4.** |  | | **5.** |  | | **6.** |  | | **7.** |  | | **8.** |  | | **9.** |  | | **10.** |  |   With your cursor in the last row, press Tab to add another row.  **Prioritize**   * **Identify** * **Discuss** * **Solve** |