| **VISION** |
| --- |
| **COREVALUES** |  | **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**
 |