

Creating A Powerful Vision for Your Business

Here is a set of questions that I would like you to answer to create your personal and business vision. Remember your business is here to support & fund your personal goals.

Please think out to a point in time x years out. Please try to visualize in detail what your business looks like? The more detail the better. Think big, aim high and do not be too conservative. Create your ideal business.

Answer these questions and others that you may create yourself as you go through this process. This will be the foundation that we will use to build upon to achieve your dreams.

- How big is your business? # of clients, annual revenue, annual profit being generated, your income.... What is the value of your business at this point and time? And why would someone else want to buy your business?
- On a physical level, what does your business look like? Where is your business located, Do you have multiple locations?
- What does your organization in your business look like? How many employees do you have? What roles do they play? Do you have additional partners/jr. partners? What role do you play in the business? How many hours are you working? How many days are you working? What are some common traits and characteristics of your employees? What is the culture of your business like?
- Who is your target market? Depict your ideal clients? Why does a client rave about your business? How are you perceived in the business community?

- Why is your business different from all your competition, what makes you unique? What makes you the best at what you do? What products and services do you offer and at what prices/fees? What type of customer service do you offer?
- What functional areas of the business of your business are systematized with processes and procedures? Be specific.
- How do you market your business, what are the primary methods/strategies that you use to market your practice? What % of your new customers comes from client referrals? How do you insure that your clients provide referrals? Where else do you receive referrals? What types of businesses do you partner with for referrals? Are there any businesses that you have strategic alliances with?
- What areas of your business are outsourced?
- What is your exit strategy? Are you selling to new owners, existing partners? How much will you sell it for? Will you leverage your business to create passive income?
- So now what set of short statements captures your total vision and the mission of your business?

Please take the time to put in as much detail as possible!

Realizing Your Dreams = Your Total Commitment + A Powerful Vision
+ A Comprehensive Action Plan + Exceptional Execution....

To your success...

Ryan Jarvis
Award Winning Business Coach