

My Executive Business Plan

(1 pg. business plan summary)



*Set your Sights : What, When, Who,
How Much AND Why*

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1. Define YOUR perfect life? Remember, your work is NOT your whole life.

- Define a perfect day in your life?
- How many hours a day do you want to work? _____
- Do you want to build a team to work for or with you? _____
- How many team members do you need? _____

“You can have it all as long as you don’t do it all.” --*Nell Merlino*

In the steps below, be true to the life priorities you defined in your perfect day.

2. Define YOUR 1 - 2 sentence Company Mission – Promises you make to yourself & others.

3. Define YOUR Company as you hope it will become (Your vision).

4. Define YOUR Goals: \$ _____ each _____ #’s _____ each _____
Income month sales month

5. Define YOUR Target Market or Ideal Buyer. Be very specific.

6. Define YOUR Unique Selling Proposition – How is my product/service unique?