

THE VISION/TRACTION ORGANIZER™

VISION

<p>CORE VALUES</p>	<p>1. 2. 3. 4. 5.</p> <p>THE BAR: +, +, +, +, +/-</p>	<p>3-YEAR PICTURE™</p>
<p>CORE FOCUS™</p>	<p>Purpose/Cause/Passion:</p> <p>Niche:</p>	<p>Future Date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p><u>What does it look like?</u></p> <ul style="list-style-type: none"> • • • • • • • • • • • • • • • • • • • •
<p>CORE TARGET™</p>		
<p>MARKETING STRATEGY</p>	<p>Target Market/"The List":</p> <p>Three Uniques:</p> <p>1. 2. 3.</p> <p>Proven Process:</p> <p>Guarantee:</p>	

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TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST (Parking Lot)																																																																		
<p>Future Date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p>Goals for the Year:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">1.</td><td></td></tr> <tr><td style="text-align: center;">2.</td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td></tr> <tr><td style="text-align: center;">6.</td><td></td></tr> <tr><td style="text-align: center;">7.</td><td></td></tr> <tr><td style="text-align: center;">8.</td><td></td></tr> </table>	1.		2.		3.		4.		5.		6.		7.		8.		<p>Future Date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p>Rocks for the Quarter:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20px;"></th> <th style="width: 70%;"></th> <th style="width: 10%; text-align: center;">Who</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1.</td><td></td><td></td></tr> <tr><td style="text-align: center;">2.</td><td></td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td><td></td></tr> <tr><td style="text-align: center;">6.</td><td></td><td></td></tr> <tr><td style="text-align: center;">7.</td><td></td><td></td></tr> <tr><td style="text-align: center;">8.</td><td></td><td></td></tr> <tr><td style="text-align: center;">9.</td><td></td><td></td></tr> </tbody> </table>			Who	1.			2.			3.			4.			5.			6.			7.			8.			9.			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">1.</td><td></td></tr> <tr><td style="text-align: center;">2.</td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td></tr> <tr><td style="text-align: center;">6.</td><td></td></tr> <tr><td style="text-align: center;">7.</td><td></td></tr> <tr><td style="text-align: center;">8.</td><td></td></tr> <tr><td style="text-align: center;">9.</td><td></td></tr> <tr><td style="text-align: center;">10.</td><td></td></tr> </table> <p style="font-size: small; text-align: center;">With your cursor in the last row, press Tab to add another row.</p>	1.		2.		3.		4.		5.		6.		7.		8.		9.		10.	
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