

Vision for my Business

Why did I start my business? Think back to the beginning and describe what made you so passionate about starting your business.

What are my hopes/dreams for my business? If you had the means and the power to make your business anything at all, what would your business look like?

Describe my value set. These non-negotiable, core values mean the most to you. Your core values are your guide for conducting business. (e.g., reputation for high-quality service)

What does my business look like in 5 years? What services/products do you provide? Feel free to substitute a different time period – e.g., in 3 years, 10 years, when I retire.

Who are my clients? How many do you have?

What makes my business stand out from all the rest? What is the buzz all about?

What is my business income? Feel free to substitute a different time period – e.g., in 3 years, 10 years, when I retire.

How big is my business? Are you solo? Do you have employees? Do you have joint ventures?

What is your vision statement?

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