

10 Year Overview

Core Values

Core Focus

Mission:

Niche:

10-Year Target

Marketing

Target Avatar:

3 Uniques:

- 1)
- 2)
- 3)

Process:

Guarantee:

3 Year Picture:

Date:

Revenue:

Profit:

Measurables:  
(what does it look like?)

## 1 Year Plan

## Rocks (90 Days)

## Issues

***Date:***

***Revenue:***

***Profit:***

***Measurables:***

***Date:***

***Revenue:***

***Profit:***

***Measurables:***