

MY BUSINESS SNAPSHOT



Let's get crystal clear on what you really want! Once you do, the magic begins to happen.

MY PERSONAL GOALS

1. "WHY" ARE YOU IN BUSINESS?

- I want my children to have a future
- I want to live life on my terms and create a lifestyle of my choice
- I no longer want to live pay check to pay check
- I want to own my house
- I have one life and this is my chance to change it
- I want to spend my time doing what I am truly passionate about
- To have more life balance. My children are growing fast and I no longer want to miss out on special occasions because I am working
- To take my family on well-deserved holidays more often

2. MY TOP PRIORITY PERSONAL GOALS FOR THE NEXT YEAR ARE:

- To be more focussed on the moment (stop and smell the roses)
- To spend more time with my family and show more appreciation
- To exercise 15 min a day, regularly to maintain my health
- Take time each week or weekend to play sport I love or spend on my hobby I am passionate about

PS: This will help motivate you when things get a little tough!

MY BUSINESS GOALS

WHAT ARE YOUR BUSINESS GOALS?

3 MONTHS

To pinpoint my biggest challenges holding me back and fix them

To get my website generating more leads and converting more sales

To begin to earn passive revenue streams

1 YEAR

To have a smart business structure in place that removes me from the daily grind, giving me more time and money freedom

To not have to worry about cashflow or financial problems

5 YEARS

Create a business that is now a valuable asset that can set me up for life (or I can hand down to my children)

PS: Think about what you ultimately want your business to do for you



MY BUSINESS SUMMARY

1. WHAT PROBLEM DOES YOUR BUSINESS SOLVE?

2. WHO DOES IT SOLVE THIS PROBLEM FOR (YOUR NICHE)?

3. WHAT IS THEIR IDEAL SHOPPING EXPERIENCE?

4. WHAT ARE THEIR BIGGEST PAIN POINTS AND FRUSTRATIONS?

5. WHY WILL PEOPLE COME TO YOU RATHER THAN YOUR COMPETITION (YOUR X-FACTOR)?

6. WHAT IS YOUR “HOOK” PRODUCT?

7. WHAT IS YOUR WEBSITE’S TRAFFIC GENERATING STRATEGY?

8. DOES YOUR WEBSITE GENERATE SALES AND LEADS ON AUTOPILOT? IF NOT, WHAT NEEDS TO BE FIXED?

**9. WHO ELSE DO YOU YOUR CUSTOMERS SPEND MONEY WITH
(YOUR JOINT VENTURE FOR MORE SALES AND PASSIVE INCOME
PREPARATION)?**