The Big Picture/The Executive Summary
This identifies what you actually do and for whom.
I sell/provide ________________________
to people who ________________________

Making Life Better/Business Operations
In business you generally focus on filling a need, solving
a problem, or improving someone’s life somehow.
I am helping ________________________
I am increasing ________________________
I am reducing or getting rid of ________________________

Almost Famous/Marketing
People need to know about you and your product or
service.
Customers learn about me through ________________________

My social media plan includes ________________________
I manage referrals by ________________________

Climbing the Mountain/Management
You cannot do everything yourself. Outsource tasks or
projects where you are weak or those tasks that can be
accomplished easily by someone else.
I don’t like doing ________________________
______________________ and I’ll get help with
______________________

Profits/Financials
To be successful in business you have to make a profit.
Making a profit means your revenues are greater than
your expenses.
I charge ________________________
To get paid I ________________________
I can also earn money if I ________________________

Top of the World/Success!
Make sure you know when you achieve your goals.
Celebrate milestones and accomplishments.
I’ll know I’m successful when I have ________________________
______________________ (# of) customers, or sell ________________________
______________________ (# of) products, or make $ ________ in income.

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(for more business resources)