|  |  |
| --- | --- |
| CORE VALUES  (NON-NEGOTIABLES) |  |
|  |
|  |
|  |
| WHY  Why are you in the business? |  |
|  |
|  |
| Target Market  Who is your absolute ideal client (details)? |  |
|  |
|  |
|  |

**S.W.O.T. Analysis: Name your top 3 in each category.**

**Strengths and Weaknesses are internal and Opportunities and Threats are external.**

**Strengths:**

**Weaknesses:**

|  |  |  |
| --- | --- | --- |
| **LONG TERM VISION**  **Big, Harry Audacious Goal**  **What will life look like in 10 years?** | **What is the one thing you want people to identify you with most?** | |
| **What will you be known for professionally?** | |
|  | |
| **What will your business look like?** | |
|  | |
| **3 to 5 Year Goals**  What will your business look like in 3 to 5 years? | **#1 Source of business:** |  |
| **#2 Source of business:** |  |
| **#3 Source of business:** |  |
| **Number of Transactions:** |  |
| **Average Sales Price:** |  |
| **Average Commission Rate:** |  |
| **Total Revenue:** |  |
| **1 Year Goals**  What will your business look like in 1 year? | **#1 Source of business:** |  |
| **#2 Source of business:** |  |
| **#3 Source of business:** |  |
| **Number of Transactions:** |  |
| **Average Sales Price:** |  |
| **Average Commission Rate:** |  |
| **Total Revenue:** |  |
| **Quarterly Plan**  How am I going to get there? | **Task to be completed: Who is involved? By what date?** | |

**Opportunities:**

**Threats:**