



## Goal Worksheet – Design Your Business

[www.BusinessBuildingMastery.com](http://www.BusinessBuildingMastery.com)

### Welcome!

In order to design and develop your dream business, it's vitally important to get a clear idea of exactly what you want.

To begin, please write a short overview of your business and your professional experience (1 page or less). It may be helpful to include the following:

### Business Issues

- What is your core business mission? What does your business do?
- Who is your ideal target market? Who is your ideal client or customer?
- When someone asks, "What do you do?" how do you respond?
- When a prospect asks, "Why should I buy from you?" how do you respond?
- How does your business generate revenues?
- What makes your business different or better from your competition?
- What are the greatest challenges in your business?
- What does your business offer that is unique and/or excites you?
- Where do you see your business in 5 and 10 years?

### Professional Issues

- Identify your personal and professional strengths and weaknesses.
- How many hours per week do you generally work?
- What is your passion in life? What makes you happiest/most fulfilled?
- What is your life purpose? What do you want for yourself, others and for life?
- What is truly most important to you?
- What do you want to leave for a legacy? What do you want to be known for when you are gone?
- What are you most pleased and proud of having accomplished?

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**On a scale of 1 to 5, where 1= “Very Dissatisfied” and 5= “Very Satisfied;” how satisfied are you in the following areas?**

- Growth of your business
- Business money & finances
- Being a great leader or manager
- Having great employees or partners
- Your current sales and marketing results
- Personal money & finances
- Your relationship with a significant other or partner
- Your relationship with friends & family members
- Your health
- Your personal growth or spirituality

**Make a list of the things you are tolerating in your professional life and business.**

We put up with, accept, take on and are dragged down by people’s behavior, situations, unmet needs, crossed boundaries, unfinished business, frustrations, problems and, even, our own behavior. You are tolerating more than you think, so what are you tolerating?

**Read over the following questions and answer them as truthfully as possible:**

- Where do you get your energy?
- Why have you enrolled in the Virtual Practice Builder?
- What are the five changes you can make in the next month to get you off to a good start in our program?
- How might you sabotage our professional relationship?
- What kind of support is most helpful to you?
- What motivates you?
- How willing are you to make substantial changes to your thinking, behavior and actions?
- How will you know how effective our program has been?
- What consumes your time that doesn’t give you a wonderful present or future?
- What is your life long dream that is worth living, starting now?
- What is impossible to do today, but if it were possible, would totally transform your situation?
- What, for you, would mean taking a chance, creating the unexpected, and scaring the hell out of yourself?

### **10 Goals to reach in the next 90 days**

What are the goals you most want to set for yourself for the next 90 days? Please select only those goals in which you **REALLY** want, not the ones you should, could, or might want. Look deep inside and then write down your 10 personal and professional goals and discuss these with your coach. When you set the right goals for yourself, you should feel excited, a little nervous, ready and willing to **GO FOR IT!**

The program works best when you have specific, measurable, and time-limited goals that are based on your current needs and values. For example, “make more money” is not a good goal because it doesn’t say how much money you want to make, by when, the process you will use to achieve success, and if your goal is reasonable. A better way to state this goal would be: “I want to increase my revenues by 15% in the next 3 months by making 3 more sales to larger accounts and implementing an aggressive marketing and follow up campaign.”

**Don’t select the goals you historically have chosen, but never reached, unless you’re in a much better position to reach them now.**

**Start Date | Finish Date - The specific MEASURABLE goal:**

_____	_____	1	_____
_____	_____	2	_____
_____	_____	3	_____
_____	_____	4	_____
_____	_____	5	_____
_____	_____	6	_____
_____	_____	7	_____
_____	_____	8	_____
_____	_____	9	_____
_____	_____	10	_____

**How will you know if you have achieved success with each of these 10 goals? What will you and/or your business be doing differently? What will that look like?**

Many times business owners are so caught up in the day to day activities that they do not make the time to focus on longer-term strategic growth plans and how to achieve those goals. A critical component to setting a goal is to state how you will know when you have achieved this goal. This is especially important if your goal is not easily quantified (such as better work-life balance or become a better manager).

**If you achieve success with all of these goals, what will that mean to you and your business in terms of: Revenues generated, time saved, overhead decreased, more time off, lower employee turnover, etc.**

In Business Building Mastery, we encourage you to set aggressive goals, also known as “stretch goals” because they stretch you. At times, this may mean you will feel pressure or stress related to achieving your goal. Its good to think about how important it is for you to accomplish this goal ahead of time so your coach can remind you of it periodically. For example, if your goal is to automate your marketing what would that mean to you? Depending on your situation, it could mean significantly increased revenues or more time with your family or enhanced work-life balance because you can stop working 7 days a week or taking 6 weeks of vacation to travel. These are only examples, but the more specific you can be when it comes to defining what success will mean to you and your business, the better off you will be.