

Now listen to Audio 2

STEP 2 - My Outline Vision

Now, having given yourself an overview, look at some specifics; but first a ‘reality check’. Don’t worry if you answer ‘No’ to all of these questions. That’s what the Personal Business Creation System is for - to get this stuff done!

Ask yourself:

Do I have a complete, clear, written down description of my business mission, how my business operates, how the business model works, my complete business strategy, my business procedures, standards and policies and my business structure and resources?

Yes / No

Do I have a complete, clear, written down ‘marketing plan’ that includes all the following?

- a clear description of my target market and an analysis of that market and how it operates in the wider sense.
- An analysis of the strengths and weaknesses of my business.
- An analysis of the life cycle of the products or services I am offering or intend to offer.
- A description of my marketing strategies covering product/service offerings, pricing, promotion and delivery.

Yes / No

Do I have a complete, clear, written down Financial Plan that *includes* ownership and control of the business, financial policies, financial targets, current and projected accounts, break even analysis and cash flow forecast?

Yes / No

You can come back to how you’re going to deal with or plan for these later but it will help you to get them out in the open up front, and if you have answered ‘Yes’ to any of the questions you may be able to skip parts of the System that relate to those things.

Additionally -

What are my top three main things I am worried about in my business right now? What ‘keeps me awake at night? What do I wish I had a magic wand to deal with?

IMPORTANT - write this next answer in the present tense

(There's a reason for this which will be explained later)

When you have resolved your main 'problem areas' and have a business you love what does it look and feel like? This is not about what your business **does**. It's about the outcome you expect from it.

The word 'love' is used deliberately because what you write here comes from the 'heart' and not the 'head'.

Forget about the 'how', forget about all your built in 'restrictions' about what you 'can' and 'can't' do, and especially ignore all those things that other people have told you that you 'can't' do with your business.

'Let go' and write a short statement - you'll have the opportunity to expand on it later.

Important note: This is not about what your business actually *does*, it's about what you get from it - **the outcome for you**, not for your customers.

This is my ideal business: (continue on the reverse of this sheet if necessary)

Finally, in this Step -

Up until now, what has kept me or my business from experiencing optimal results? What do I think is the underlying, real, reason?

Now:

Do you already have a business idea in mind, or have you not yet made up your mind what your business will do and how it will work?

If you are CERTAIN what your business will be then you can go straight on to Step 5.

If not, or you're not sure, then continue to Step 3 in this Workbook.

NOW - If you haven't already done so you should read **"What They Don't Tell You About Starting a Business"**. This book explains all the different options you can choose from when starting your own personal business and helps you to make a choice and, in conjunction with Step 2, decide what you are going to do.

If you've not already been provided with it **Get the book from**
<https://thefreedomacademy.org/publications>

