



This exercise helps you envision the kind of company you want (and don't want) in terms of products and services, customers, and the work environment. Sometimes, it's easier to answer the questions on the right first. Have your planning partner lead you through this exercise.

Describe three characteristics of your product or service:

Type your answers here...



Describe three things your product or service WON'T DO:

Type your answers here...

Describe three characteristics of your BEST current or potential clients or customers:

Type your answers here...



Describe three characteristics of clients or customers you would be better off NOT SERVING:

Type your answers here...

Describe three characteristics of successful businesses you admire and WOULD like to emulate:

Type your answers here...



Describe three characteristics of businesses you WOULD NOT like to emulate:

Type your answers here...