

REVERSE ENGINEERING YOUR VISION

Work backward from your long-term vision to identify the milestones, actions, and habits that will move you forward.

<p>Long-Term Outcome (<u>10</u> years): Describe the future result you want to create. What does success look like?</p> <p>My Future Self runs a thriving, profitable business with steady revenue, a loyal customer base, and a sustainable workload. I'm known for my unique value and system that keep the business running smoothly.</p>	
<p>Interim Milestones: If the Long-Term Outcome is 20 years into the future, use all 4 boxes below for 20, 10, 5, and 1 Year Milestones. If the Long-Term Outcome is 10 years into the future, you can use 3 of the boxes for 10, 5, and 1 Year Milestones, or use all four boxes for 10, 5, 3 and 1 Year Milestones. For the first box list what accomplishment(s)/milestone(s) must be true at the end date for your outcome to exist. For the middle box(es), identify the accomplishment(s)/milestone(s) would have been achieved in order for you to continue on and achieve the outcome by the end date. For the 1-Year box, list the milestones you believe can be reasonably achieved in the next 12 months. List any resources necessary - i.e. funding, approval, mentorship, etc.</p>	
<p><u>10</u> Year Milestone(s):</p> <ul style="list-style-type: none"> - Consistent revenue that supports my lifestyle - Clear brand identity and niche - Team or contractors supporting operations - Scalable systems in place - Strong online presence and customer trust 	<p>Required Resources:</p> <ul style="list-style-type: none"> - Support from partner/family
<p><u>5</u> Year Milestone(s):</p> <ul style="list-style-type: none"> - Business is profitable - Clear product/service suite - Repeat customers and referrals - Basic systems for marketing, sales, and delivery - Small team or part-time help 	<p>Required Resources:</p> <ul style="list-style-type: none"> - Support from partner/family
<p><u> </u> Year Milestone(s):</p>	<p>Required Resources:</p>
<p>1 Year Milestone(s):</p> <ul style="list-style-type: none"> - Business legally formed - First offer created and tested - First paying customers - Simple marketing system (e-mail list, social presence) 	<p>Required Resources:</p> <ul style="list-style-type: none"> - Support from partner/family

Quarterly Focus and Monthly Actions

List a focus area for each to cover all of the 1-year milestones. Then identify specific actions to take within each month of the quarter.

Q1 Focus: Validate idea + define audience	Month 1: Market research
	Month 2: Audience interviews
	Month 3: Learn about setting up a business
Q2 Focus: Build and test first offer	Month 4: Create an initial offer
	Month 5: Sell to initial customers
	Month 6: Collect feedback and refine offer
Q3 Focus: Launch marketing channels	Month 7: Build a simple website
	Month 8: Develop marketing strategy
	Month 9: Launch marketing campaign
Q4 Focus: Refine systems + plan for year 2	Month 10: Develop an e-mail list
	Month 11: Create job descriptions and onboarding system
	Month 12: Celebrate wins and plan the next 12 months