

Set Your Goals

	CURRENT	1 YEAR	3 YEAR
REVENUE	Your sales		
PROFIT %	Your profit margin		
CLIENTS	Number of customers Size of average account		
TEAM	Your employees, virtual team or resources		

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	CURRENT	1 YEAR	3 YEAR
SERVICES	Current and future service offerings		
OTHER	Other metrics that are important to your business or industry		
OTHER	Other metrics that are important to your business or industry		
IDEAL	Your dreams for your company. This might be an expansion, merger, exit strategy, or something you've always wanted to incorporate into your business.		