

Vision & Idea Worksheet

Clients desired outcome:

What's Your Dream?

Who are you a Hero to?

Why should you be the one to deliver the desired outcome?

How Will Customers Find You?

Sample Answers:

Key Performance Indicators

1

Committee RFP Bid

1

2

SEO PPC Gut Research

2

3

Trade Show Blog / Article

3

Top Goals for Next 30 Days

Top 11 People & Results

1

Name

Best Result

Phone

1

2

3

2

4

5

6

7

3

8

9

10

11