

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? | Comple Apour | | Koy Donformonoo | Indiantana |
| | Sample Answers: | | Key Performance Indicators | |
| 1 | Committee | RFP Bid | 1 | |
| 2 3 | SEO PPC | Gut Research | 2 | |
| 3 | Trade Show | Blog / Article | 3 | |
| Top Goals for Next 30 Days | Top 11 People | Top 11 People & Results | | |
| 1 | | Name | Best Result | Phone |
| | | 1 | | |
| | | 2 | | |
| | | 3 | | |
| 2 | | | | |
| | | 4 | | |
| | | 5 | | |
| | | 5 6 | | |
| 3 | | 5 6 7 | | |
| 3 | | 5 6 | | |
| 3 | | 5 6 7 8 | | |

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