

7 Questions to Define Your Vision

WHAT problem do you solve?

WHO do you solve that problem for?

WHY do you serve those interests? (Your motivating factors)

HOW will you solve them? (Specifics)

WHERE are the boundaries of your reach? (Geo? Affinity?)

WHEN will you know you have succeeded? (What measurable objectives?)

WHAT does that look like from all angles? (spouse, employees, customers, etc.)
