



FUTURE FILE

Vision Statement

GOOD JOB! YOU'VE GAINED ANOTHER FUTURE FILE.

By now you are starting to know how and why you want change the Future. But without other peoples' interest, you will never get your idea off the ground! To help others understand what you want to do, and why, you must develop a ***Vision Statement*** for your business.

6 STEPS TO CREATING AN AMAZING VISION STATEMENT:

1. Clear Purpose — define what it is your business is all about. What you want to accomplish, using your business.

NOTE: money is never your purpose, it is the *result* of a well-executed one.

2. What you LOVE — make sure you are passionate about what it is your company is focusing on. Without this, it will be very hard to build a company with a big goal.

3. High Stakes — Dream big. Remember your vision is a snapshot into your soul. Make your vision audacious and a stretch goal.

4. Greater Than YOU — it is not a goal about *you*, or what you will do. Make it about others in your community, work, world, etc.

5. Beyond Your Reach — Vision is not meant to be achieved.

6. Keep it Simple — short, and easy to remember and speak about to others. The best way to have you and others embrace your vision is to make simple. Mentors and coaches are great for this.