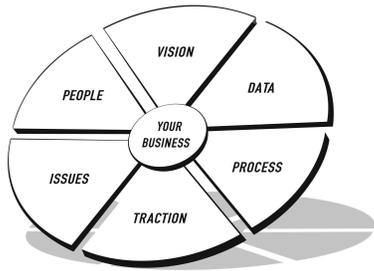


THE VISION/TRACTION ORGANIZER™



ORGANIZATION NAME:

VISION

CORE VALUES	<ol style="list-style-type: none"> 1. friendliness 2. education first 3. grow or die 4. 5. 	3-YEAR PICTURE™
CORE FOCUS™	<p>Purpose/Cause/Passion: why it matters? whats your why?</p> <p>Our Niche: architectural powder coating</p>	<p>Future Date:</p> <p>Revenue: \$</p> <p>Profit: \$</p> <p>Measurables:</p> <p><u>What does it look like?</u></p> <ul style="list-style-type: none"> •
10-YEAR TARGET™	<p>moon landing? 30 M by 2032 are you willing to do the work to achieve it</p>	

MARKETING STRATEGY

THE EOS MODEL™

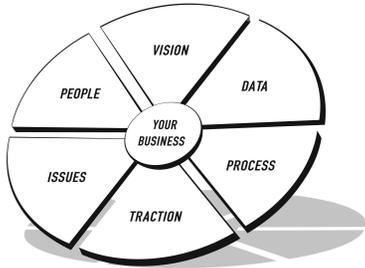
Target Market/“The List”: who are they where are they how do they think ?

Three Uniques:

1. vision
2. traction
3. healthy

Proven Process: visual way to seeing

Guarantee: fear to take off the table to close



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

TRACTION

1-YEAR PLAN

ROCKS

ISSUES LIST

Future Date:
Revenue: \$
Profit: \$
Measurables:

Goals for the Year:

1.	
2.	
3.	
4.	
5.	
6.	
7.	

With your cursor in the last row, press Tab to add another row.

Future Date:
Revenue: \$
Profit: \$
Measurables:

Rocks for the Quarter:

Who

1.		
2.		
3.		
4.		
5.		
6.		
7.		

With your cursor in the last row, press Tab to add another row.

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

With your cursor in the last row, press Tab to add another row.