



7 OF 7 BEST
Business and Life Strategies, LLC

THE SNOW MILLIONAIRE MASTERY *Intensive*

SNOW MILLIONAIRE MASTERY Workbook Strategic Objective



"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to."

"I don't much care where –"

"Then it doesn't matter which way you go."

-Lewis Carroll, Alice in Wonderland

Strategic Objective Worksheet

Result of this Section: A Written Strategic Objective

Start with your dream your organization and with your vision of your business **AS IT IS IN THE FUTURE.**

You know what your business will be, what markets you will service, and what your network of people will look like as they are servicing the clients. You have a dream and this exercise will put that dream in a clear, written format that will be shared by your whole organization.

Only you can create your Strategic Objective.

Only you know your vision of exactly how you want your organization to look when it's completely finished.

Read and Answer the following Questions Below:

1. What Business Services will your Organization Offer?

- a. Landscaping
- b. Lawn Maintenance
- c. Design Build
- d. Snow and Ice Removal
- e. Pesticides
- f. Irrigation
- g. Tree Care and Ornamentals
- h. Other

2. What are your Target Markets?

- a. Residential
- b. Commercial / Industrial
- c. HOA
- d. Other

3. Where is your Market-Area?

a. Market areas served:

In Snow

In Lawn

Other

b. Number of locations:

4. How will your Network of Professionals look like?

a. Number of Employees:

- Office
- Production
- Operations

b. Number of Subcontractors:

c. Number of Trucks:

d. Crews:

5. What are with your Growth Objectives?

a. Annual gross sales:

- Snow
- Lawn Maintenance
- Landscaping
- Pesticides
- Arbor
- Irrigation
- Other

b. What is your growth each year in Gross Sales?

Year One:

Year Three:

Year Five:

c. Annual Net Profits:

Year One:

Year Three:

Year Five:

6. What do your clients look like?

a. General description of client

- Age:
- Income:
- Education:
- Net Worth:
- Family status:

b. Psychographic type of client

- Attitudes:
- Perceptions:
- Their decision making process:

7. Marketing Position

a. What is your organization's marketing positioning?

Examples of positioning: Is it the best price, your quality, your great customer service, reliability, community benefits, ecological benefits?

b. How will you service the client?

Examples: what are your guarantees, your service contracts, how do you collect, how will you estimate?

c. How will you present yourselves to the world?

a. What do your crews look like in appearance of truck, clothing, machines, and office?

b. What do you have in intangible impressions – trustworthiness, dependability, reliability, and expertly?

c. How will you operate - quality control, technology, and organizational approaches?

d. Do you have a website?

e. Does your website, your marketing brochures, your office, you, your trucks have the same branding?

A sample template is in your module area and can be a starting point.