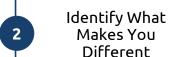
## **Creating Alignment In Your Business**











# Create Your Vision Statement



### Describe Your Target Market



#### **Core Values**

Why does your business exist? What is it's purpose, cause, or passion?

Identify 3-7 CORE VALUES that help attract like-minded people to you.

Examples: Compassionate, Honesty & Integrity, Maintains accountability, Growthoriented, Treats everyone with respect, Has personal integrity, Action-oriented, Exhibits professionalism....

#### **Differentiators**

What are the things that make you different from your competitors? What makes you stand out?

#### **Vision Statement**

Your vision clearly defines who and what your organization is, where it's going and how it's going to get there.

#### **Key Elements**

Narrow down your TRUE target market to include:

- Demographics
- Geographics
- Psychographic characteristics\*

\*For instance, what activities do they enjoy? What groups are they likely to belong to? Where do they hang out? How do they think? What do they need? What do they appreciate?

For assistance in creating alignment, contact us at: TericSolutions.com