



# DEFINING THE VISION— MY BUSINESS MOJO

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## Your Business Mojo

### Vision (Just the Horizon – up to 2 years):

### What's it all about (The bigger picture – when thinking of your clients' needs?)

(What is it that your clients and team want to be involved with?)

Desired Income:	\$ How does this fit your Desired Lifestyle
Business Turnover:	Average Client Spend annually \$ _____ How many clients do you need? \$ _____ # _____ Your Commitment to this! (Time, effort & energy)
Just income OR a legacy or an asset to sell:	<i>Income Production – Just close when done</i> If Asset: Describe the business as a saleable item

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<p><b>What does the business do?</b></p>	<p>Describe the product/service range</p>
<p><b>What do clients buy?</b>  <b>(What would they say you give them)</b>          Think Ferrari Vs. Hyundai</p>	<p>Why clients come to this business?</p> <p>Is there something that makes you unique in the industry?</p>
<p><b>About the clients?</b></p>	<p>Typical Key Client (Who Buys)</p> <p>Average Client Size (Staff/Sales turnover)</p> <p>Describe the person who buys          Demographic info (about them)</p> <p>Psychographic Info (what they think about and why they buy)</p>

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<b>How does the business look?</b>	Premises  Staff
<b>How does the business feel?</b>	What do you stand for?  What are you against?  Culture (how staff act and treat each other & Clients)  Atmosphere (How the place feels)