

# Design Your Business Worksheet

The process of designing your business is the first step to building the business that you ultimately want. Starting with the end in mind will enable you to make better business decisions along the way. Having a clear vision of your destination puts your goals in focus and moves your ideas into the real world. Create a narrative of what your future business will be in present tense. Instead of saying my business will look like this, you say, my business is x, y and z.

Think ahead three years and describe your business in detail as though it has already happened. Ie. I am a 2 million dollar remodeling business located in Reston with 10 employees specializing in bathroom renovations for million dollar homes and am seen as the go to company in my area.

Fundamental Key Questions to be thinking about:

- How big is your business

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- Where is your business located

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- Who are your customers

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- What is the industry you serve

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- What is the culture of your company

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- What are your employees like

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- How many employees do you have

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- Do you have geographical constraints

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- Are you published

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Use answers above to summarize how your business will look in present tense:

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