



7 of 7 BEST

Snow Millionaire Mastery Intensive

THE SNOW MILLIONAIRE MASTERY *Intensive*

SNOW MILLIONAIRE MASTERY Workbook

II. 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*



7 of 7 BEST

Snow Millionaire Mastery Intensive

Strategic Objective Worksheet

Result of this Section: A Written Strategic Objective

Start with your dream, 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.

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. Snow
- d. Other



7 of 7 BEST

Snow Millionaire Mastery Intensive

2. What will your Company Size be?

- a. Number of Employees:

- b. Number of Subcontractors:

- c. Number of Trucks and / or Crews:

3. What are with your Growth Objectives?

- a. Annual gross sales:

Snow

Lawn Maintenance

Landscaping

Other



7 of 7 BEST

Snow Millionaire Mastery Intensive

b. What will your Gross Sales be each year?

Year One:

Year Three:

Year Five:

c. Annual Net Profits:

Year One:

Year Three:

Year Five:

4. What is your Market-Area?

a. Market areas served:

Snow

Lawn

Other

b. Number of locations:



5. What are your Target Markets?

a. Types of clients:

Snow: Residential

Lawn: Commercial

Snow: Residential

Lawn: Commercial

Other:

6. What do your clients look like?

a. General description of client

a. Age:

b. Income:

c. Education:

d. Net Worth:

e. Family status:

b. Psychographic type of client

a. Attitudes:



7 of 7 BEST

Snow Millionaire Mastery Intensive

b. Perceptions:

c. 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?



7 of 7 BEST

Snow Millionaire Mastery Intensive

- 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?