



**What do you love most about your business?**

**What is your biggest fear when it comes to your business?**

**What happens when you “reverse the fear” and look at what you want underneath? (Example: “I’m afraid I won’t make enough sales” may become “I want to connect with more people and have more of an impact on my friends, family, and community.”)**



**THE “DOUBLE BOTTOM LINE”**

**What is your primary vision for your team/business?**

**When this vision is realized, what impact does this have on your overall sales/profit?**

**When this vision is realized, what impact does this have on your team, friends, family, and community?**



### Who is your **COMMUNITY** in your vision?

- Holds a **shared vision**.
- Has more **resources together** than alone.
- Holds each **other accountable**.
- Establishes **relationship**.