

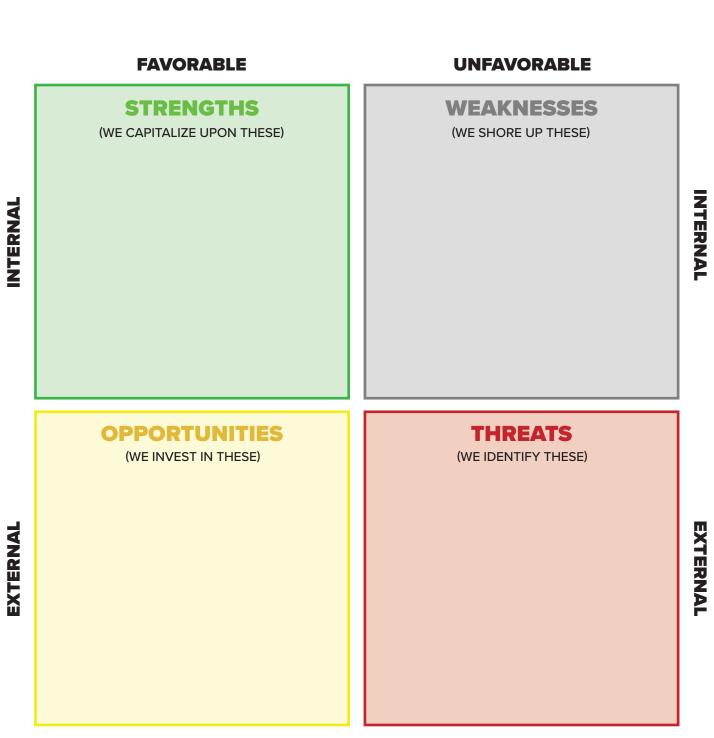
THEMATIC GOAL: WHAT IS THE NUMBER 1 THING TO FOCUS ON RIGHT NOW TO ACHIEVE OUR GOALS? FOR EXAMPLE: PICK UP 4 MORE ACCOUNTS, OR DECREASE COST BY 15%

DEFINING OBJECTIVES: THREE WAYS YOU WILL ACHIEVE THE ABOVE THEMATIC GOAL

ONE YEAR GOALS						
	LAST YEAR		THIS Y	ΈAR	5	YEARS FROM NOW
MY TAXABLE INCOME						
GROSS INCOME (BUSINESS)						
NET INCOME (BUSINESS)						
MY MONTHLY EXPENSES						
CURRENT 'BREAK EVEN'						
NUMBER OF EMPLOYEES						
PERSONAL SAVINGS						
WEEKLY WORK HOURS						
BUSINESS' BIGGEST WEAKNESS						
QUARTERLY GOALS						
FIRST QUARTER		SECOND QUARTER		THIRD QUARTER		FOURTH QUARTER

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SWOT ANALYSIS



FAVORABLE

UNFAVORABLE



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