

Visualizing my business

As you visualize your business, think about the following questions:

- How much money are you earning? Be specific: “I’m earning \$75,000 a year” is more powerful than “Lots!”
- What kind of lifestyle are you and your family leading? Visualize in detail.
- How big is your business? (Dollar sales, outlets, employees, or other measures)
- How does your business reflect you and your values?
- What products and services are you offering?
- Imagine your customers. Who are they? How many? What are they like?
- Where is your business located?
- What does your place of business look like?
- Picture your employees. How many do you have? What are they doing? How are you treating them?
- What are you doing in the business? Do you like it?