

Vision Strategy Roadmap



Throw Out Your Goals

Create a journey that will get you there...

***Achievement based planning with
quantifiable stops along the way!***



I'm Terry Earthwind Nichols.

As a Vision Strategist I've accomplished more faster by having a vision, than I ever did having a time based goal hanging over my head. I'd like you to think back to when you last achieved something. How did you feel?

What feelings come up when you miss a goal?

A sense of achievement keeps us going. Right?

I grew up in a small town in the Rocky Mountains of Idaho. When I was 12 years old one of the shop keepers, 2 towns away from where I lived, put a 5-speed, banana-seat bike in his store window.

The day I saw that bike, I knew it was mine. Did I have the money to buy it? Nope. Did I go create it? Yep. I mowed lawns, trimmed trees, and collected returnable bottles in order to raise the money for *my* bike.

I just knew I was supposed to have that bike. Every week I'd hitch a ride and go visit my bike in the window, until the day I bought it.

At age 18, after joining the Navy, I set a vision to become a Chief Petty Officer and did so in only 7 years. The norm being about 12 years.

The examples above are about deciding and doing, rather than feeling the heavy weight of what might not happen. When I went into business with my wife, Linda Vettrus-Nichols, we invested \$17K to be speakers at a coaching event. We turned that investment into \$48K in 3 weeks and \$68K in 2 months of follow-up, without setting a financial goal. I have watched way too many entrepreneurs buckle under the weight of goals and even quit their businesses. This is why I teach a vision based marketing system and why we created this tool for you...

The Vision Strategy Roadmap that Linda and I have created for you, is an achievement based planning tool with quantifiable stops along the way. Set a vision for your company, then create a journey that will get you there.

Instructions for Filling In Your Roadmap

Print multiple copies of the template/worksheet on page 4. Write your vision in the sun burst on one of the pages. Create your Stops by working backwards from your vision, on that page. Your vision and stops will not have an attainment date or financial goal.

How to fill in the...

Sun: Write your ultimate business vision.

For example, if you ultimately see yourself speaking & selling from the stage you could write: Speak & Sell from the Stage, in the sunburst.

Stops: Now work backwards from the sun, writing each major Stop along the way—work down the page from right to left.

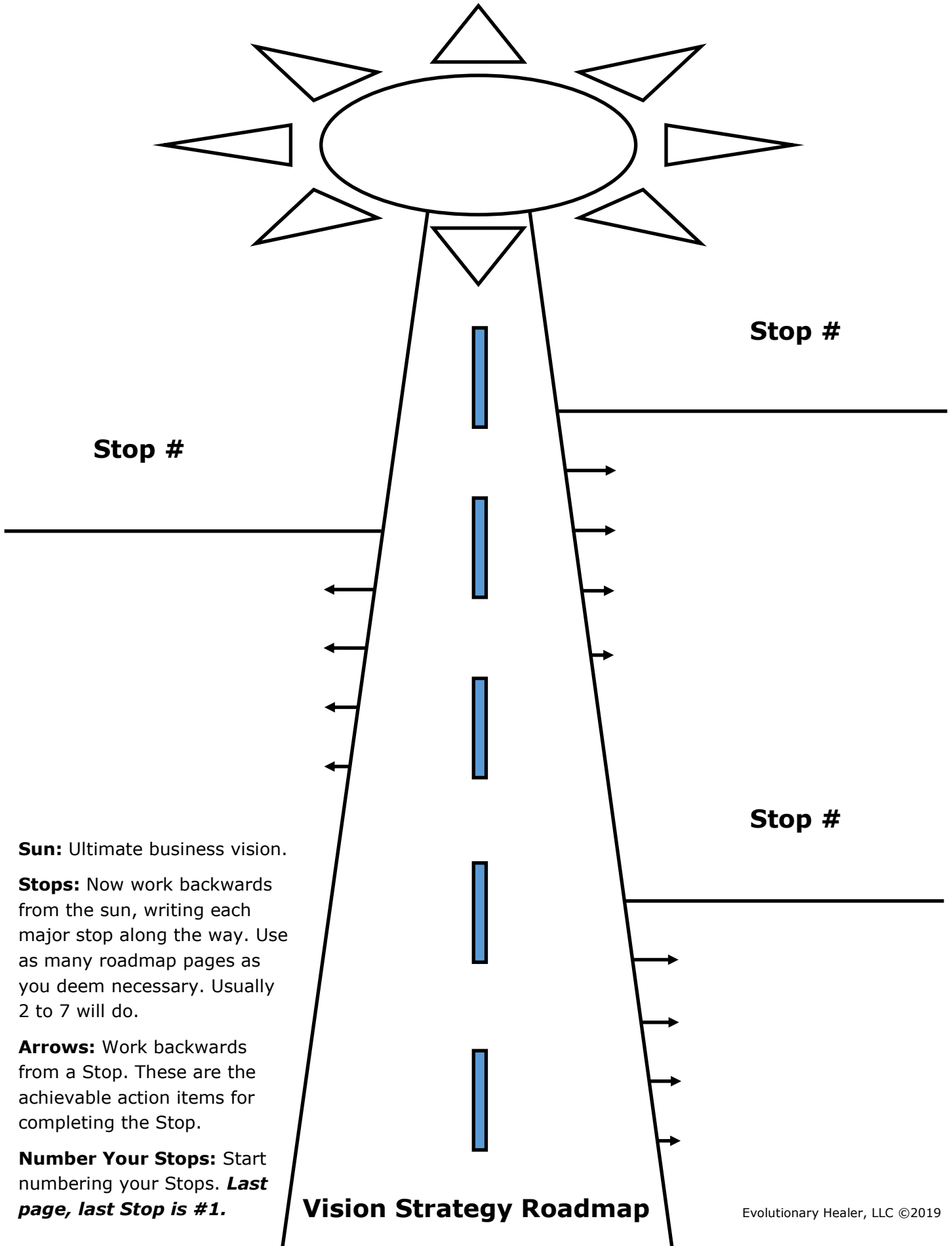
For example, the stop just below the sun might say: Set Up Speaking Gigs. The stop to the left might say: Marketing Materials. If you are planning on writing a book and selling products, the stop at the bottom of the page might say: Books & Products. Use as many roadmap pages as you deem necessary—usually 2 to 7 will do. When you have all of your stops written in descending order, number them.

Number Your Stops: Start by writing #1 for the Stop at the bottom, on last page.

Arrows: These are the 4 achievable action items necessary for completing a Stop. Write them in descending order, working backwards from the Stop below the sun.

Start Your Journey: Work on Stop #1, bottom of last page. Begin at the bottom arrow and stick with it until it's completed. Then move up to the next arrow, etc. until that stop is completed. Then move on to Stop #2 and so on.

You become ready for the next stop when you have taken the time to analyze what worked and what did not. This results in a learning experience that you will be able to apply to your next stop. This will help to smooth out your ride.



Sun: Ultimate business vision.

Stops: Now work backwards from the sun, writing each major stop along the way. Use as many roadmap pages as you deem necessary. Usually 2 to 7 will do.

Arrows: Work backwards from a Stop. These are the achievable action items for completing the Stop.

Number Your Stops: Start numbering your Stops. *Last page, last Stop is #1.*

Be tenacious!

Hold onto your vision and
move forward with intention

Stop-by-Stop

If you are struggling with your vision or
have any further questions on how to use this tool,
use the link below and schedule a
complimentary 15 min. call with me...

<https://my.timetrade.com/book/GW67K>



Terry Earthwind Nichols

As a Visionary Strategist, with two degrees in marketing, I am all about inspiring business owners to create a vision of success for their companies that they can execute and actually achieve. My *throw out your goals strategy* allows my clients to drastically change their mindset around marketing.