Define Your Dream

Set aside a minimum of two hours when you will have no interruptions. It’s helpful if you get out of your usual surroundings. Go to a library, quiet park, or quiet coffee shop. Use the time to think and dream about what you want to accomplish with your initiative in the next few years. Visualize how your initiative, enterprise, or business will look. Focus on what feels right to you, not what others might think.

Now, write down what you saw. Follow the outline below to define your dream. Once you have defined your dream you can begin developing your business plan. Be as specific as you can with your description. If you have trouble visualizing, just write down what you did see and try it again later, or another day. It gets easier with practice.

**Products and services:** What are they? How are they produced? Where are they sold?

**Your customers:** Who are they? What are their needs and interests?

**Your business location:** Where is it? Is it a home-based or retail business? Do you have multiple locations?

**Your business space:** What does it look like?

**Your employees:** Do you have any? How many? What are they doing?
**Your role:** What are you doing in the business? How has it changed? Do you like it?

Do the same exercise again, this time imagining your business three to five years from now. Again, be as specific as possible, paying particular attention to what has changed. What was required to accomplish these changes in terms of personnel, financial resources, your role, etc.?