2: MONETIZE YOUR PURPOSE

SALES GOALS & STRATEGY

My financial goal is _____ from ___/___/___ to ___/___/___.

The reason I do what I do (not a business related reason, but a personal one, please):

_____
_____
_____
_____
_____
_____
_____
_____
_____

**YOUR PURPOSE IS NOT YOUR ELEVATOR SPEECH. IT IS WHY YOU DO WHAT YOU DO.