

DATE: _____

EXAMPLE

Sometimes, when we have thoughts and ideas, we encounter "Dream Stealers" who discourage us by saying, "You can't do that because..." But what if you could discover someone who can make it happen on your behalf? That person is out there, eagerly awaiting your contact!

WHAT IS THE IDEA?	WHAT IS THE END RESULT?	WHO IS BEST TO DO IT?
Launch a new product for clients	More revenue, more happy clients	All product and strategy team
Extend the house, to make room for a home office	Better time management, fewer distractions, better work-life balance	Speak with the builders for plans
Start a monthly campaign for existing and prospective new clients	Keep existing clients excited about what we're doing and attract 100 new clients	Marketing team, partner sign off
Publish my first book on business management	Share my knowledge and expertise to those keen to learn	Speak with copywriter to arrange plans for ghost writing
Increase company turnover by ten-fold	Increase net profit by 250k. Higher profitability for the business, higher income	Arrange meeting with the sales team managers – incentives, KPIs, target deadlines