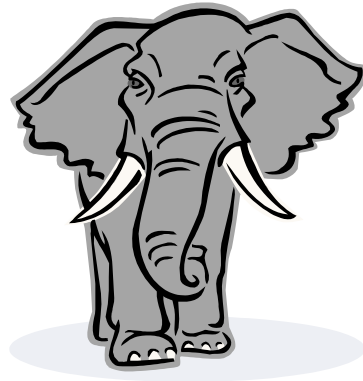


Are You Ready to Bag Your Elephant?

To take that Giant Leap Forward to Greater Business Success?



Use the Safari Map below to guide your hunt. Ask yourself each question in sequence. Your first 'no' or 'maybe' marks your position on the map. Stop there and ask our expert guides for directions.

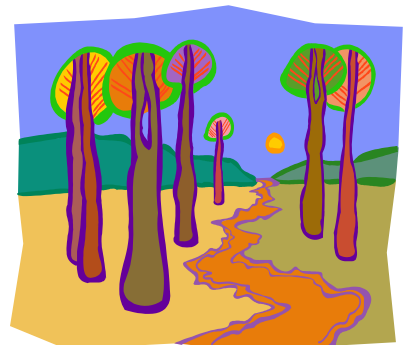


Our Expert and Fearless Guides:

Madeline Calabrese, Calabrese Consulting
Ann Holland, Client First Associates
Ann Latham, Uncommon Clarity, Inc.
Linda McDonald, REACH Resources

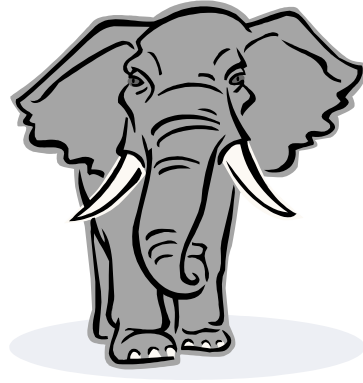
Safari Map:

1. Are you clear about your passion and your strengths?
2. Have you converted that passion and strength into a winning business proposition (providing value for which customers are willing to pay and which you can deliver at a reasonable profit)?
 - a. Do you know what value/benefits/results you can provide (what products or services you can offer)?
 - b. Do you know who is willing to pay for that value and why?
 - c. Do you know how much they are willing to pay and why?
 - d. Do you know what volume of business you can reasonably expect?
 - e. Do you know what your costs must be to leave a reasonable profit?
 - f. Can you envision a level of success that challenges and excites you?
3. Do you know what changes and trends are likely to affect your customers and your business proposition, and how you can exploit them?
4. Do you understand the buying process for your target market and have a plan for reaching them?



Are You Ready to Bag Your Elephant?

To take that Giant Leap Forward to Greater Business Success?



5. Do you know what you must be really good at to deliver that value to your customers at the desired cost?
6. Do you know what resources you need, their cost, and how to manage them?
7. Do you have specific goals, either short term or long term, that are driving your current planning?
8. Do you know what specific concrete steps you must take now?
9. Do you know what knowledge, skills or attitude adjustments would increase your performance?

And in case you answered 'yes' with confidence to all of these questions, here is one last question for you:

10. What one change could you make in how you are approaching any of these topics that would most dramatically improve your performance?

