

Life Plan

My current status:

Quality rating of my life on a scale of 1-100, with 100 being best

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Realities of my life – responsibilities, funds available, expenses

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Things that make me happy

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Things that make me unhappy

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My ideal life:

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My loves: what I really like doing

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My skills & capabilities: what I do well

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My track record: what I have experience doing

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My ideal work style

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My manifesto

...outline your personal mission and your values in this section, and wrap this into a statement no longer than one page. This statement of purpose and what drives you should encompass all of the information you've outlined in the previous sections.

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Key moves to get me where I want to go

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Source: Start-Up Nation Life Plan <http://www.startupnation.com/start-a-business/life-plan/1/>

Considerations:

- Core values
What's most important to us?
- Dreams
What do we dream about? What do we want to splurge on?
- Family
Is the business allowing us time with our children?
- Employees
Are we helping them accomplish their personal goals?
- Exit plan
Do we want to retire? If so, what do we want the business to look like when we are ready to leave it? Who will run it? Or do we just want to reduce our hours, and if so, when?
- Financial
How much money do we want to make? Can the business support our income goals? How much do we need to expand the business? How much do we need to save for our later years?
- Friendships
Are we spending enough time with people who are important to us?
- Fun
Are we still having fun at work?
- Interests
Do we have the time and the resources to entertain and travel? What places do we want to visit in the next two to three years?
- Location
Where do we want to live?
- Physical Health
How can we maintain our health?
- Relationship with each other
Are we continually developing and improving our relationship?
- Society
Are we giving back to our community?

Basic Elevator Pitch Template

(Company Name) sells **(product/service)** to **(customers)** who want **(benefit)**. Unlike **(competition)**, we **(differentiator)**.