



Focus Your Efforts



Focus On Your Target



Focus On Your Offer

Stockdale Sequence

Before your call with Bob, Please take the time to download and fill out this work sheet. This will save us valuable time and help Bob provide more in-depth insights into your business.

Fill in your current data and write down your one year goal for each. This is a time to be bold! Where do you want to see your business in one year? As a last step, list any challenges you've encountered in the past as you've worked toward these goals.

CURRENT SITUATION	SCORE (1 - 5)	CHALLENGES	APPROACH	90 DAYS	1 YEAR
Sales					
Profit					
New Clients					
Leads					
Additional Product Sales					
Average Sale \$					
Average Days Between Sales					
Lifetime Value					

