

# Vision Compass Worksheet

## Day 1: Packing Your Vision

### Big Bear Business Expedition

*Your guide to finding true north for your business journey*

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### Welcome to Your Vision Compass

Just like mountain climbers use a compass to navigate, entrepreneurs need a clear vision to guide their business decisions. This worksheet will help you discover your WHO, WHAT, and WHY - the three essential elements of a powerful business vision.

**Take your time with this.** Your answers will become the foundation for everything you build in the next 14 days.

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## SECTION 1: WHO (Your Ideal Customer)

### Who do you want to serve?

**Think beyond demographics. Consider psychographics - their attitudes, interests, and challenges.**

#### 1. Describe your ideal customer in detail:

Age range: \_\_\_\_\_

Location: \_\_\_\_\_

Income level: \_\_\_\_\_

Occupation/Industry: \_\_\_\_\_

#### 2. What does a typical day look like for them?

Morning:

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Afternoon:

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Evening:

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### 3. What are their biggest frustrations or challenges?

Work-related:

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Personal:

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Financial:

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### 4. What do they value most? *(Circle all that apply)*

- Time savings
- Money savings
- Status/Recognition
- Family/Relationships
- Health/Wellness
- Learning/Growth
- Security/Safety
- Convenience
- Quality
- Uniqueness/Personalization

## 5. Where do they go for information and advice?

Websites: \_\_\_\_\_

Social Media: \_\_\_\_\_

People: \_\_\_\_\_

Other: \_\_\_\_\_

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## SECTION 2: WHAT (The Problem You Solve)

**What specific problem will your business solve?**

**Focus on ONE primary problem. You can always expand later.**

**6. Complete this sentence:** "My ideal customer's biggest problem is..."

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. How do they currently try to solve this problem?**

Solution 1: \_\_\_\_\_

Why it doesn't work well: \_\_\_\_\_

\_\_\_\_\_

Solution 2: \_\_\_\_\_

Why it doesn't work well: \_\_\_\_\_

\_\_\_\_\_

Solution 3: \_\_\_\_\_

Why it doesn't work well: \_\_\_\_\_

\_\_\_\_\_

**8. What would the perfect solution look like to them?**

It would be: \_\_\_\_\_

It would do: \_\_\_\_\_

It would feel like: \_\_\_\_\_

It would cost: \_\_\_\_\_

**9. On a scale of 1-10, how painful is this problem for your ideal customer?**

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

*(Circle one. You want to be solving problems that rank 7+ in pain level)*

**10. How often do they experience this problem?**

- Daily
  - Weekly
  - Monthly
  - Seasonally
  - Rarely
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### **SECTION 3: WHY (Your Unique Perspective)**

**Why are YOU the right person to solve this problem?**

**Your background, experience, and passion matter more than you think.**

**11. What personal experience do you have with this problem?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**12. What skills, knowledge, or resources do you have that others don't?**

Professional skills: \_\_\_\_\_

\_\_\_\_\_

Life experiences: \_\_\_\_\_

\_\_\_\_\_

Connections/Network: \_\_\_\_\_

\_\_\_\_\_

Other advantages: \_\_\_\_\_

\_\_\_\_\_

**13. What gets you excited about solving this problem?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**14. Complete this sentence:** "I'm passionate about this because..."

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**15. What would success look like for you personally?**

In 1 year: \_\_\_\_\_

\_\_\_\_\_

In 5 years: \_\_\_\_\_

\_\_\_\_\_

Long-term legacy: \_\_\_\_\_

\_\_\_\_\_

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## SECTION 4: PUTTING IT ALL TOGETHER



### Your One-Sentence Vision Statement

**Use the template below to craft your business vision:**

**Template:** "I help [WHO] solve [WHAT PROBLEM] by [YOUR SOLUTION] because [WHY IT MATTERS]."

**Draft 1:**

I help \_\_\_\_\_

solve \_\_\_\_\_

by \_\_\_\_\_

because \_\_\_\_\_

\_\_\_\_\_

**Draft 2:** (Try a different angle)

I help \_\_\_\_\_  
solve \_\_\_\_\_  
by \_\_\_\_\_  
because \_\_\_\_\_  
\_\_\_\_\_

### **Draft 3:** *(Refine and simplify)*

I help \_\_\_\_\_  
solve \_\_\_\_\_  
by \_\_\_\_\_  
because \_\_\_\_\_  
\_\_\_\_\_

### **Final Vision Statement**

**Write your final one-sentence vision statement here:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## **SECTION 5: VISION VALIDATION**

**Test your vision statement:**

**Read your vision statement out loud and answer these questions:**

**16. Does it clearly identify who you serve?** Yes / No

**17. Does it specify the problem you solve?** Yes / No

**18. Does it hint at your unique solution?** Yes / No

**19. Does it explain why this matters?** Yes / No

**20. Can you say it confidently to a stranger?** Yes / No

**21. Does it get you excited?** Yes / No

*If you answered "No" to any question, revise your vision statement.*

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## SECTION 6: NEXT STEPS

### Your Summit Challenge Actions:

**Today's Challenge:** Complete your vision statement and commit to it.

#### ☒ Check when completed:

- ☐ I've completed all sections of this worksheet
- ☐ I've written my final vision statement
- ☐ I've tested it using the validation questions
- ☐ I've written it somewhere I'll see it daily
- ☐ I'm ready to move to Day 2: Reading the Map

### Reflection Questions:

**What surprised you most about this exercise?**

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**What feels clearest about your business direction now?**

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**What questions do you still have?**

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### Congratulations!

You've completed Day 1 of your expedition to Business Peak! You now have a clear vision compass to guide your journey. Keep this worksheet handy - you'll reference it throughout the expedition.

**Tomorrow:** Day 2 - Reading the Map (Market Research Made Simple)

**Questions?** Email Matt directly: [matt@bigbearchamber.com](mailto:matt@bigbearchamber.com)

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