



THE BIG PICTURE

For _____

VISION

DEFINITE PURPOSE

CULTURE

Values

1	
2	
3	
4	
5	
6	

Branding Proposition

Market Sector Statement

CLIENTS' VIEW

Differential Advantage over competition

Target Client Profiles/Value Propositions

	<u>Target Client Profile</u>	<u>Value Proposition as perceived by that Client</u>
1		
2		
3		
4		
5		

THE MASTER RULES

1	
2	
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7	

SMARTACRE[®] GOALS

1	
2	
3	
4	
5	
6	
7	

VITAL MEASURES

Daily Vital Signs

1	
2	
3	
4	
5	
6	

Weekly Vital Signs

1	
2	
3	
4	
5	
6	

Monthly Vital Signs

1	
2	
3	
4	
5	
6	