

Strategic Planning Ignition Tool

1. What business are you *really* in? (Think in terms of what you do for your customers...What are they really buying from you? What "job" have they *really* hired your product or service to do for them?)

2. Who is your customer and what does he/she/it really value about your type of product or service? In other words, what results or benefits do they most want to buy from you? Value most highly?

3. What business will you be in if things continue the way they are heading today over the next 3-5 years? In other words, where is the current status quo and trend likely to take your company in the absence of clear, focused, concentrated effort to change?

4. If you keep on doing things as you currently are then who is your customer likely to be in three years time?

5. Knowing all you know today, what business would you ideally be in? What stands in your way of successfully being in that business?

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6. Who should your customer *really* be if you want to reach your real business goals?

7. What obstacles are currently standing in your way of successfully serving your ideal future customer?

8. Which customers (if any), whom knowing all you know now, wouldn't you take on again?

9. Which customers, products, or market spaces should you:

a. Eliminate immediately:

b. Phase out:

c. Aggressively court:

Maui Mastermind Clients Grow *5x Faster than Average*, While Reducing the Owner's Working Hours by 20 or More per Week!

A Proven System to Grow Your Business – and Get Your Life Back!

Learn How to Grow Your Business **WITHOUT** Sacrificing Your Family, Health, or Life!

Most business owners want growth - but they're afraid they'll have to sacrifice their lives in order to achieve that growth.

But it doesn't have to be that way. When you scale your business the right way, you get growth AND you get increased freedom.

For over a decade now, we've helped our business coaching clients build thriving owner-independent companies. On average, *our clients enjoy an annual growth rate that is 5 times higher than the average privately held company in the United States*, while at the same time increasing their companies' Owner Independence Index by a whopping 194.5%. This means our clients earn more, and work less. In fact, *a typical client reduces his or her work week by 20 hours or more!*

We can help you scale your company - and get your life back!

For a limited time only, we are offering qualified business owners a 30-day free coaching trial- absolutely free! No strings, no catches, no fine print. Just access to a proven program that has helped hundreds of thousands of business owners take back their lives and build thriving, owner-independent companies. No more guessing; no more struggling; no more doubting yourself or your decisions. Just clear action steps and structured accountability leading to consistent growth and greater time freedom.

What's Included in My Free Trial?

Building your business is a journey - but not every business owner will reach the finish line. In fact, many business owners are stuck - unable to break free and enjoy the control and the freedom that comes from building their company the right way.

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COACHING PROGRAM**

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For over a decade, our business coaching program has helped business owners and entrepreneurs just like you build a business that provides the freedom and the quality of life you desire.

In order to help you succeed, we give you the tools you need from day 1 to start strong. Your trial includes:

- ✓ Bi-weekly private, one-to-one coaching sessions with a Maui Mastermind business coach.
- ✓ Weekly online accountability checks-ins (takes just 5-10 min. each)
- ✓ Small group coaching sessions to troubleshoot challenges and accelerate implantation.
- ✓ Access to our most popular training videos and short courses in our Business Owner Success Library
- ✓ Access to our Facebook business community of over 500+ successful business owners
- ✓ And much more!

FIND OUT ABOUT OUR
COACHING PROGRAM



“We have two preschools in southern California serving 355 kids every day. Before Maui my wife was working 80 a week with little time for our home life. Today she is down to working 40-50 hours a week. Not only have we grown professionally in the process, but we’re about to open our third location, something that we couldn’t have done without Maui Mastermind.”

– Keith Scholfield
Great Foundations Montessori

“The results speak for themselves: Last year my business generated 9-times the operating profit than it did when I joined Maui 5 years ago. And my net worth has increased tenfold. I have more time off, am more relaxed and a much better quality of life. It’s really hard to beat that return on my investment.”



– Jennifer Lyle
Software Testing Solutions (STS)



“Eight years ago our sales were stalled at \$450,000 and I was tied to the business, working long days with clients and doing admin and billing at night. They helped me change that. Eight years later, we’ve grown our sales to \$5 million per year, but best of all, the company is no longer reliant on me. We have solid systems and a strong team in place who create more value for our clients than I could have ever imagined.”

– Blake Schwank
Colorado Computer Support