



Business Vision Mapping

with Lynn Scheurell

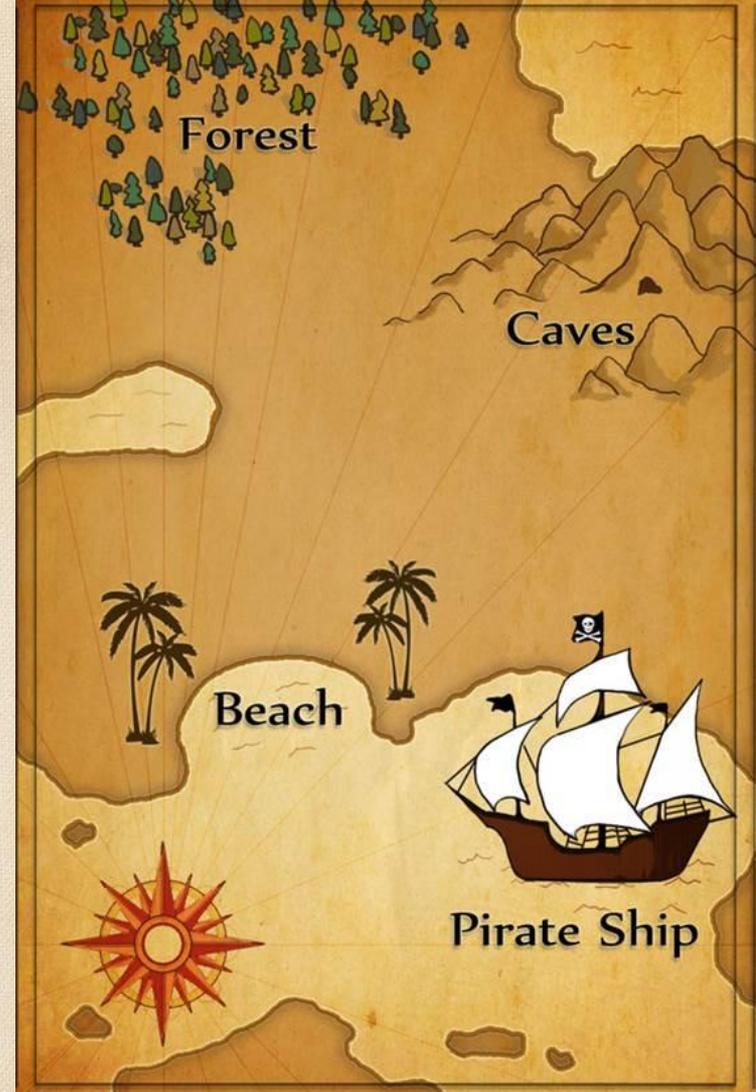
BusinessVisionMapping.com



About Business Vision Mapping

Today's business environment has too many variables and your business has too many moving parts to simply 'wing it' to success. Like any other great adventure, you need a map to get where you want to go as efficiently as possible.

To turn your vision into reality, you need a Business Vision Map.





Meet Lynn

A professional business Catalyst since 1998 around four key areas



Purposeful Business

The Key to Long-Term Motivation

All great achievements are fueled by passion and commitment. When you are aligned with your business, you fulfill your purpose.



Entrepreneurial Intelligence

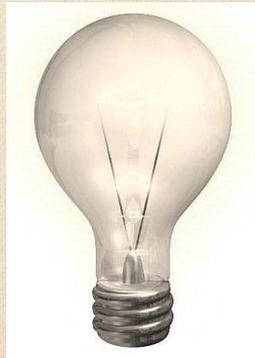
The Core of Solid Decision-Making

There is power where the market needs meet your gifts. You must have access to best practices, predictable behaviors and experience to make the best decisions.

Resourceful Innovation

The Leading Edge Keeps Your Work Fresh And Relevant

Optimizing opportunities, forecasting solutions before problems present and creating systems as you deliver them compels creativity.



Meaningful Value

The Basis Of Your Relationships With Clients

Identifying your unique value, how to package it, how to talk about it and how to deliver it creates the container for client results.



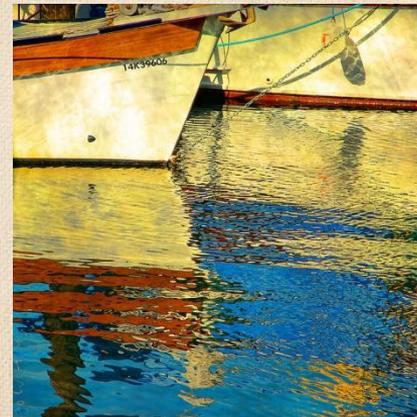
Entrepreneuring Means Perpetual Sorting

Conflicting priorities, a never-ending to-do list, and incoming challenges and opportunities

Launching, growing or refreshing your business has many possible constriction points. There are many all-too-common scenarios that can hold you back, like when you:

- Have an idea but don't know how to turn it into a viable business model.
- Don't know what to do next because you're in overwhelm.
- Don't know the questions you need to be asking.
- Don't really understand the dynamics of business.
- Don't know what products to develop or in what order or when to start.
- Have clients who don't understand how to access what you do.
- Are unclear on your own value (much less able to say it to someone else).

What's the net effect for you?





The Net Effect

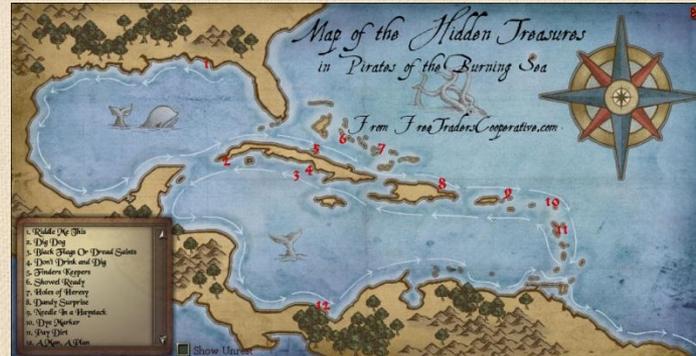
It's costing you more than you know...

Your lack of clarity and not having a map to guide you are:

wasting your time,

leaving money on the table, and,

losing opportunities, potential clients, AND strategic future growth!





Maps 101

If you don't know where you are and where you are headed, you're not going anywhere.

A map documents terrain and guides the shortest, easiest and quickest path to the final destination. It presumes you know your destination and gives you options for travel. It communicates quickly to your guide, support team and hospitality vendors what you will need to make the trip.



A Business Vision Map articulates your vision and why it makes a difference to your potential clients.

It plots the moving pieces of translating your vision into a viable business model, giving you options on packaging and pricing.

It is a powerful visual to easily communicate strategic growth strategies and product offers to your team (your VA, web designer, copywriter, etc.) - and possibly even your potential clients.

You can literally forecast your future by investing in a personalized Business Vision Map for your business!



Advantages of Business Vision Mapping

Why this can be the single-most powerful action you can take for your business

Your Business Vision Map will tell you how to:

- schedule your product development priorities,
- prepare for potential hurdles, and
- organize your ideas into something you can use in communicating your business vision.

Having the focused clarity of a tangible business vision map allows you to:

- make decisions quickly and easily in alignment with where you want to go.
- assess your resource needs (like outsourcing, using technology, etc.).
- understand how your clients will progress through what you offer.
- crystallize your core marketing messages about the value of your solution.
- allocate your resources more effectively.





Every Map Needs a Mapmaker

Experience is the best guide.

A seasoned business development mapmaker and guide knows how to:

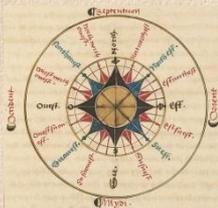
- Translate who you are into words,
- Distill your unique value into a clear offer,
- Predict your client progression path,
- Determine your product development priorities,
- Optimize your resources, and,
- Show you the fastest path to get where you want to go.



By the way, this includes knowing how to pull your answers out of you and getting them into a format that makes sense for you (and your business!).

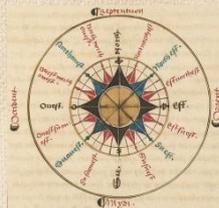


Lynn's Business Vision Mapping Services



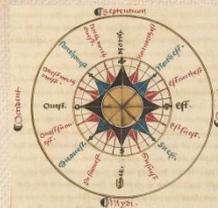
BRANDING

Your overall brand and marketplace presence is evaluated; recommendations are made to strengthen your brand.



COMMUNICATIONS

Your optimal marketing strategies, benefits and messages are considered, including how to talk about your methodology for getting results.



REVENUE MODEL

Your revenue model is reviewed to determine if your business is poised to serve a worldwide demographic effectively.



PROGRESSIVE VALUE

How your clients progress through your offers and the experience you want them to have to get maximum value is built into your map.



Business Vision Mapping If You Are

ready to accelerate your business growth and are:

Unwilling to spend the typical 12 – 24 months being lost in trying to figure out how to reference your secret sauce and strategically focus your intensity to deliver value and create revenues.

Established in business and looking for the fastest, easiest way to leverage your existing platform for optimizing your presence, centralize your operations, and delegate more effectively.

Already successful (in any industry or career) and desire to create a new business and/or uplevel your current one to attract new business.





Clients Say...

“I feel like Lynn just handed me the keys to my new 745i – without me having to lift a finger, she got my most profitable ideas out of my head and onto paper for me while we spoke, and wove them together into a cohesive, inspiring business model through this vision map and marketing development plan. This is nothing short of amazing...all I have to do is follow the map and it’s done.

Do yourself a favor and stop procrastinating – give yourself the gift of a Business Vision Mapping with Lynn today!”

~ Michelle Price
athirdmind.com

“Before I worked with Lynn on the business vision map, I was only doing coaching sessions. I never saw how other products could work with what I do. Now I have a plan and some of it is already happening! I could not have done this without her wise guidance and knowledge. She helped me see my potential and draw out of me what else I could be doing to bring in additional sources of revenues to my business.

Thank you Lynn!”

~ Perenna Fleming
UpgradeYourLifeNow.com

“Lynn is a real lifesaver. Coming up with new business ideas has never been a problem for me. However, having a clear purpose and direction to go has been problem in the past. Well, it’s a problem no longer - now I know where to turn. Spending time with Lynn took weeks, if not months, off my new business’ development curve. The Business Vision Map she created for me was effortless on my part and is a tool that allows me to truly visualize the future of my business. Her intuitive and insightful coaching allowed us to map out the steps I will take next with my business. How exciting! This really is priceless. Thank you Lynn!”

~ Tom Buford
ChargeWhatYouDeserve.com



Next Step

This is your moment of decision. The sooner you take action, the sooner you have clarity.

[BusinessVisionMapping.com](https://www.BusinessVisionMapping.com)

It's the 90 minutes that
could change everything.



Please be in touch - I would be honored to be your
business vision mapmaker.

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