



Five Strategic Factors for American Business Ownership Development™ (Please answer these questions thoroughly and sincerely)

1. Ideally, what are you looking to achieve with your company? (This is the big picture, the dream or vision, the reason for being.)
2. What are your company's strengths or assets? (Example: expertise, capabilities, special skills, techniques or methods, influence, connections, experience, extraordinary traits)
3. What do feel your customer's value the most or would value most (if a start up) about your business and its services? (List most valued to least)
4. What do you feel must be done for the best possible business success? (List from most effective to least)
5. List your closet 10-15 clients, friends, relatives and associates based your relationship with them. These are the people who love you, your business and would support you enthusiastically. (Rank most to least)

Contact information _____

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