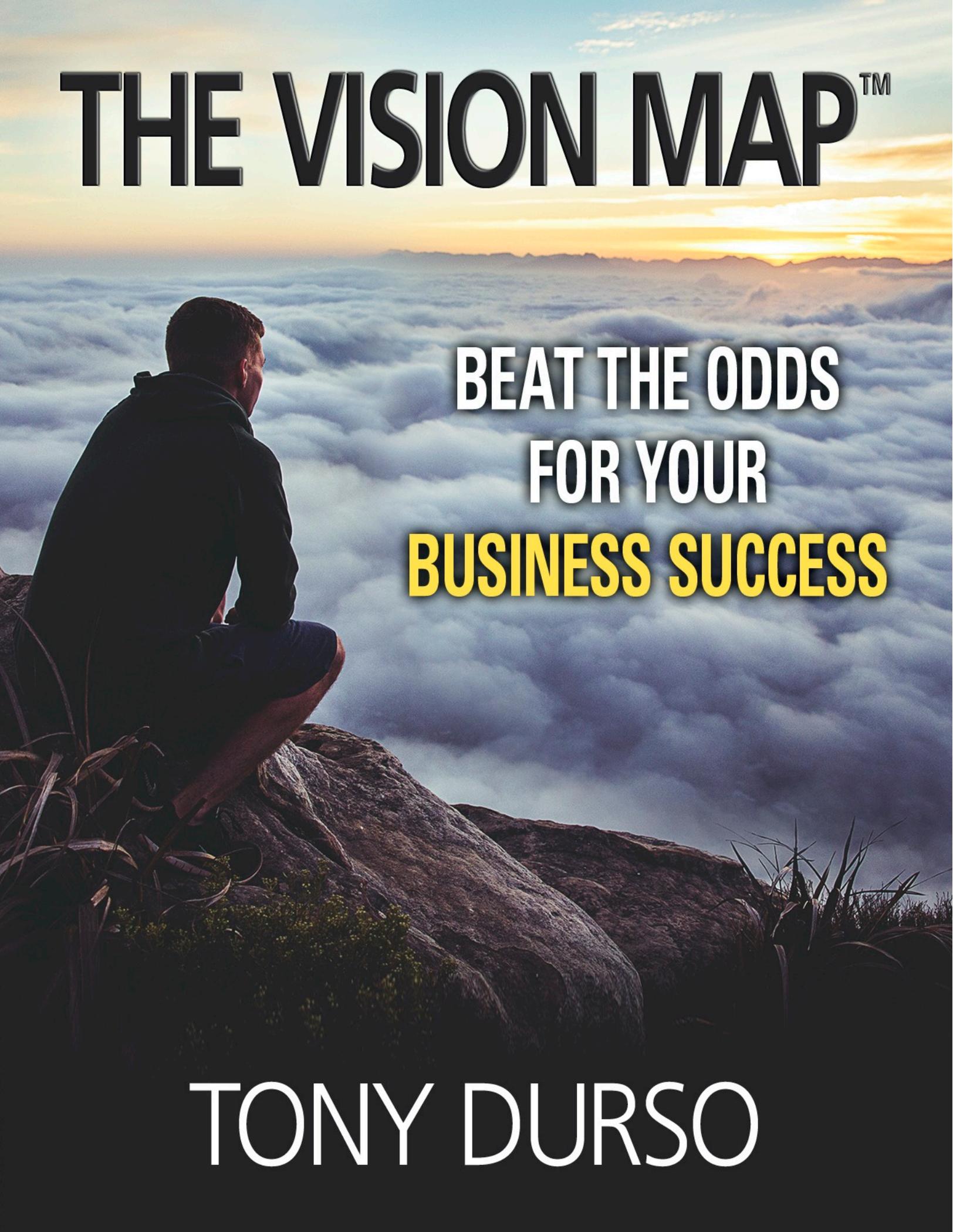


# THE VISION MAP™

A man in a dark jacket and shorts is sitting on a large, dark rock on the left side of the frame, looking out over a vast, layered sea of white clouds. The sky above is a mix of blue and orange, suggesting a sunrise or sunset. The overall mood is contemplative and aspirational.

**BEAT THE ODDS  
FOR YOUR  
BUSINESS SUCCESS**

**TONY DURSO**

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## The Vision Map™

Is it true that a majority of new businesses fail?

In order to have a successful growing business, there are some vital points that you must know, you must have worked them out thoroughly, they must be synchronized with each other, and all employees, consultants, and companies that you depend on must know these items, and be in agreement with them if your new business is to meet with a high percentage of success.

As a real-life example: I started my Revenue Chat Radio podcast with zero guests and zero audience. I was new to the industry, and I did not know any of my guests beforehand.

I started meeting and interviewing experts, bestselling authors, and CEOs who shared their wisdom, advice, and guidance with the world.

In 1 year, I hit 500,000 downloads.

In 1 1/2 years, I hit 750,000 downloads.

In 1 1/2 years, I signed up with a major radio network (Voice America) and was given a one-hour weekly live show to an audience of 3 1/2 million, which continues to grow strong.

I get over 100,000 monthly visitors to my website, [tonyURSO.com](http://tonyURSO.com).

I became an Amazon Bestselling Author with my book, *Elite Entrepreneurs*, hitting #2 on Amazon's Charts the same day of release in March 2017. This is 1 1/2 years after the launch of Revenue Chat.

At the bottom of this success was a carefully thought out Vision Map™.

I share my own information with you in the training class. Yes, that is correct. You will see my Vision, Purpose, Long-Term Objectives, and Master Plan.

I share my information with you so that you can better learn how to craft your own Vision Map™ to the delight of a booming career or rocking business.

This will take time. It will not happen in one day, overnight, or even in one week. The key point is to take your time and do a very thorough job.

Once you are happy with what you have, get to work on it!

Make tweaks and adjustments as you go along, but get to work on it!

Remove all distractions (music, television, etc.) when working on this class as this is very serious to your future!

## **Section 1**

### **Introduction: The Vision Map™**

#### **Beat The Odds For Your Business Success**

Is it true that a majority of businesses fail?

- Bloomberg says 8 out of 10 entrepreneurs fail in the first 18 months.
- A Harvard study says three out of every four venture-backed firms fail.
- The SBA says that about 50% of businesses fail in their first five years.

There are other sources with shocking figures of their own: all point to one very conclusive point: Too many businesses fail!

Why is this? What is the common denominator?

While there can be many reasons for this, there are some very definitive actions that must be in place to guarantee the success of any business.

Believably, most of these failed companies had well-crafted Vision and Mission Statements. Somehow that did not work? Why is that?

You cannot ride a bicycle if a wheel is missing. The rest of the bike can be perfect, and supremely high-tech, but that one wheel makes the difference between moving on the ground toward your destination, or just sitting there and getting exercise.

In order to give any business a chance, you have to have basic fundamental points in place to launch your business, make it grow, and be successful.

In order to be a very effective leader, you must know the following points, you must work them out thoroughly, they must be synchronized with each other, and all employees, consultants, and companies that you depend on must know the following points and be in agreement with them if your company is to meet with a high percentage of success.

Please read that again. That is the crux of your business, making it or breaking down. In fact, read it out loud while you soak up precisely what it means. Go ahead, read it out.

Excellent job.

Your Vision Statement tells people what your company wants to be. This is like a child telling people what he or she wants to be when grown up. That is a good analogy of the Vision Statement.

By itself, it is nothing. By itself, it means nothing. By itself, you can be assured of business failure. (Do you know any child at all that actually and literally became what the child stated when very young?)

In order to ensure the success, health, and future vitality of your business, you need The Vision Map™ and all of the drilled down details that comprise it.

The Vision Map™ has been missing until now. Growing a successful business is like a puzzle and requires multiple pieces to fit perfectly with it, in order for a clear and beautiful picture to emerge.

The Vision Map™ not only lets you figure out how you are going to Be That Business when you grow up, but it also tells your employees, consultants, and dependent companies what you are going to be, what you are going to do about it and how it's going to look.

The Vision Map™ starts with the Vision Statement of what do you want to be when you grow up.

## **Section 2**

### **Vision Statement**

What is a Vision?

The dictionary states that a Vision is the ability to think about or plan the future with imagination or wisdom.

Can you see that just having a Vision is not the end-all?

Can you see that just having a Vision is actually the start of the entire process?

Can you see that just having a Vision and nothing more will inevitably lead to failure?

Some define a Vision Statement as a picture of the company in the future.

Some others define a Vision Statement as only the inspiration for the company.

Do you see how this is confusing from the get-go?

Do you now begin to see why a preponderance of businesses actually fail instead of the plethora succeeding?

Also, a Vision Statement often gets confused with the Mission Statement of the company.

A Vision Statement often gets confused with the purpose of the business; why does the business exist at all?

**A poor example of a Vision Statement:**

We want to give our customers the best shopping experience possible from choosing quality items through a fast and friendly checkout system, with a speedy delivery system at the end.

That business will fail if that is all they have. (That business can pull it off if it has the rest of the puzzle pieces well in place.)

Another bad example:

From the moment you walk into our salon, you will feel good about yourself, and after our wonderful happy staff takes care of your needs, you will feel great like you are walking on air.

That business will fail if that is all they have. (That business can pull it off if they get the rest of the puzzle pieces well in place.)

A good Vision Statement requires several well-thought-out, well-crafted items that can take hours and even days to construct.

A good Vision Statement is truly the culmination of all of the following points.

## **Section 3**

### **The Vision Map™**

The Vision Map™ makes or breaks the company. A good Vision Map in place makes a great, effective leader.

The Vision Map™ contains:

- The Vision
- The Purpose
- The Long-Term Objective
- The Master Plan, which includes Strategy and Tactical Actions
- The Breakdown of Actions to Take (Things-To-Do List)

## **Section 4**

### **Got Lucky?**

Did any of the successful people in your life just get lucky, or did they work hard and smart to make things happen? Some may have won the lottery, but the majority had to work for their future goal accomplishments.

Successful people decide on actions against future goals, strive toward a Purpose, then push and push and refuse to take “no” for an answer. This is the first point, the first step in achieving a higher-level paradigm (a model) for yourself.

Your Purpose, Long-Term Objective, and then individual actions to accomplish them are the key items that you should utilize in undertaking any activity. Too many times, people have these terms confused, so let’s break them down individually.

## Section 5

### Purpose

The dictionary defines Purpose as the reason for which something is done or created.

Purpose is why you are doing what you are doing. Purpose is why you want to accomplish something in the future. It is not a goal or objective. It is the reason you go after your goal or objective.

You have to have a Purpose in life, even to live. You are not really alive if you do not have a Purpose in life. In fact, you can be considered dead. No Purpose = no life = you're not living. You have to have a Purpose to have something to shoot for, reach, or obtain.

Before any discussion can begin, it cannot be stressed enough that it would all be for naught if there were no Purpose and Long-Term Objective (future goal) established, that also contained actions set up to attain them.

If there is no Purpose in what you do, then how can something be achieved? If you do not envision your Long-Term Objective, how can you ever meet it? If actions to attain are not set, how can you ever attain them?

Did Bill Clinton, George W. Bush, or Barack Obama wake up one day out of the blue and find himself President of the United States? Or did each establish a Long-Term Objective (future goal) and decide on actions (a To-Do List) to attain it?

A Purpose is the reason for your future goal (Long-Term Objective). It is the reason for whatever you are doing. It is the reason for doing something.

You may be familiar with the word Purpose as a "Mission Statement." That is close. The mission statement often includes the Long-Term Objective (future goal), but it is a separate item.

Separate your Purpose from your mission statement if you have one. Decide what is the reason for you to be doing what you are doing. Why are you doing it? That is the Purpose. Get that worked out, and you will be a happy person.

Your Purpose is usually TO do or accomplish something. It is your reason for doing it. Some example purposes are:

- To help businesses navigate through excessive social media content to obtain what is pertinent to their core business.
- To help the elderly in my neighborhood with low-cost senior care services.
- To give back to the community by being a big brother or big sister to needy children.

Do you get the idea?

Put this at the top of your list. The Purpose is king in your life. It is what drives you.

## **Section 6**

### **Long-Term Objective**

Objective means the thing aimed for or sought; a goal. Goal is the object of a person's ambition or effort; the aim or desired result.

You hear of goal, and that can be misconstrued, so for our purposes here, we are speaking of a Long-Term Accomplishment.

We are not talking about something necessarily accomplishable in terms of days, weeks, or months. Those are not really goals.

We are talking about the establishment of the long-term objective that you want to accomplish in a few years or so.

It is those who think way down the line, far ahead in the future, that accomplish bigger objectives, than those who only look ahead a few months.

Once you have a well-defined Purpose, you must establish what your Long-Term Objective is (future goal) that is in alignment with that Purpose. To accomplish a Long-Term Objective you decide on actions to attain and then go after those actions, come hell or high water.

The Long-Term Objective is your ultimate position to achieve. It is not necessarily something that you can do in a day, week, month, or year. If you can, then it is not a Long-Term Objective but merely a step that gets you closer to the big picture.

The Long-Term Objective is your ultimate position to achieve, in fulfillment of your wider Purpose.

## **Section 7**

### **Master Plan**

A plan is a detailed proposal for doing or achieving something.

A Master Plan, in our sense, means a group of individual actions that you need to take to accomplish your Long-Term Objective (like a giant to-do list stretching out over the years).

In launching a complex new product, you could write a Master Plan covering the design steps, another Master Plan for the hardware, another Master Plan for the software, and so on. Specific people can then be assigned a specific Master Plan to get a job done.

A product launch can move swiftly when organized in this fashion. In other words, this is the master things-to-do list that contains everything you need to accomplish your Long-Term Objective.

## Section 8

### Strategic and Tactical Plans

Note: There is a big difference between this and the Action List (Things-To-Do List) that follows next. The Master Plan covers what you are going to accomplish over the years, and is written in the way of accomplishing major items.

For example: If the Master Plan is to get your degree and then open up your own business, the Master Plan lists out the Major Accomplishments such as the key steps to getting your associate's degree, the key steps to getting your bachelor's degree and so forth.

This is different from the Action List that follows, which may cover items such as buying certain books, and taking the necessary steps to qualify for certain classes, and so forth.

- Master Plan: Goes over items to accomplish over a period of years.
- Action List (Things-To-Do List): This is for the accomplishment of items on a daily, weekly, or monthly basis (also called a Battle Plan).

Now, that said, there are two key items of a Master Plan:

1. A Strategic Plan.
2. A Tactical Plan.

## **Section 9**

### **Strategic Plan**

Strategic means your overall aim or plan in accomplishing the Long-Term Objective. The dictionary says, "relating to the identification of long-term or overall aims and interest and the means of achieving them."

The first section of your Master Plan should list out how you are going to accomplish your Long-Term-Objective over a period of years. What do you have to do? What do you have to accomplish? What barriers have to be dealt with? How are you going to do that?

It is wise for you to spend a lot of time on this section.

What is the Strategy that you are going to incorporate to accomplish your Long-Term Objective?

## **Section 10**

### **Tactical Plan**

Tactical is relating or constituting actions carefully planned to gain a specific military purpose or advantage.

The second step of your Master Plan should list out those broad Tactical Plan actions that you need to accomplish. In other words, how are you going to take those Strategic Plan steps and turn them into doable actions that are accomplishable?

Look at the Tactical Plan as a list of things to do that covers years and is written in broad strokes.

## **Section 11**

### **Action List (Things-To-Do List)**

A simpler way to understand what is meant by an Action List is by this example:

Bill Gates may have had the Long-Term Objective of bringing to the people of earth, an inexpensive computer system that would allow them to do their business.

His Purpose could have been to provide a means for people to write letters, perform math, look at pictures, and so on, all with one convenient computing machine. Ultimately, that Purpose would have been something that drove him to make it all happen.

His Master Plan would have had numerous actions. As an example, one of the initial actions would have been to acquire a good working operating system.

Whether he accomplished this in your eyes and whether there are flaws with any of his products is not the point here. The point is that he set out to achieve his Long-Term Objective and Purpose and then became one of the richest men in the world on record. That is quite a feat.

He could not have accomplished any of that without a Long-Term Objective clearly envisioned, a Purpose, and many Master Plans with individual and doable actions to accomplish (even if they were not all written down, he still knew the actions that had to be accomplished).

If he did not have those items in his crosshairs to attain, he very well could have gone out clubbing and partying most of the time.

There's no real problem with that, it has its place, but without these points (Purpose, Long-Term Objective, Master Plan, and Action List [or Things-To-Do List] that are necessary for action to occur in a big way, nothing of any magnitude or worth would have gotten accomplished.)

We all need relief at times. However, as my friends and associates heard me say for many years: it is what you do on nights and weekends that determines your future because most people will never get rich just doing their routine jobs.

(Those that have gotten wealthy from their routine jobs still put in the midnight oil, time and time again, to achieve what they now have.)

(Or look at it this way: If you only ever worked a day job and never did anything else to attain a future [this includes taking classes], then the odds are extremely rare that you will ever get rich. Rare indeed is the person who got rich working only 40 hours a week and goofing off the rest of the time.)

The way to success depends on your actions, not the time. The way to success often requires you to work long hours to blast through the barriers to get what you want.

Thus, a balance is needed between producing (getting the job done) and taking a break when needed.

## Section 12

### Your Purpose Drives The Long-Term Objective

Discover your Purpose and establish your Long-Term Objective. Make them known and clear so that they are real things.

These would not be items like “be a billionaire” because that is simply being (and this is usually what people have as a vision). You want the Long-Term Objective to be the final end-all accomplishment. Being a billionaire is the bonus you get from accomplishing your Long-Term Objective.

- Getting all households in English-speaking countries using your software—that’s a Long-Term Objective.
- Helping people live easier, more orderly lives—that’s a Purpose.

The main point to realize here is that there is a reason behind the Long-Term Objective—some impetus (the force that makes something happen) that makes you set a Long-Term Objective to achieve. That impetus or force is your Purpose.

So the first thing you need to do is write it out. What do you want to be when you grow up (also known as your Vision)? Then drill that down. Work out the steps to make that a reality in the future.

1. What is your Vision?
2. What is your Purpose?
3. What is your Long-Term Objective?
4. What is your Master Plan, including Strategic and Tactical breakdowns?
5. What are the Actions you need to fulfill?

Make sure your Objective is the result of accomplishing the Purpose. Make sure they synchronize. That is a key word: synchronize. All of the actions must work with each other and be apples with apples.

Make sure the actions you take, are actions that will accomplish the Long-Term Objective.

Read it out loud when you are done and ensure that you are complete. Read it over and over. Put it down, come back tomorrow and read it out loud once again with a fresh, clear head and fresh eyes. Tweak as needed.

The next step is to get this information in front of any employee, consultant, or outsourced company. Every company you work with needs to understand what you intend to accomplish, and they need to be on the same page.

Come up with ways and ideas to get this information in front of all those that need to know.

Read out your Company's Purpose and Long-Term Objectives when you have employee meetings.

Find a place in the employee break room or some other area frequented by employees, and post the Purpose and Long-Term Objectives there.

As possible, work out a reward system for the accomplishment of an Objective or a milestone en route to that accomplishment.

Make it fun. Employees work better in a stress-free environment. How can you make this a fun activity with rewarding and playful challenges? Work that out.

## Section 13

### Achieving The Impossible

The next thing you want to do is, once a day or once a week, pull out this information and go over it. Make your Action List (Things-To-Do List) real to you.

Do not care or bother if you encounter anyone who is negative or critical of you or your so-called “impossible” Long-Term Objectives.

That kind of person you really do not need in your life to succeed.

In fact, why bother telling such people if they are negative? And if this person is a family member with whom you are intimately and inextricably (unable to separate from) connected, then why go through the trouble of assuredly being shot down?

Why bother, indeed!

In other words, why share your purposes and goals with someone who you know is going to make fun of you or put you down or make you look dumb? Why bother telling such a person no matter who this person is?

You will have a much greater chance of success by simply keeping it to yourself and pushing forth with all of the energy and power that you can put together.

You may find that you can move more swiftly on your way to attaining your Long-Term Objective by making your own decisions and getting things done. By this is meant just that: make your own decisions and get things done.

As an example, what if Bill Gates had relied on his friends to give him advice before he pursued his Long-Term Objectives and was criticized to the point of not doing anything with computers?

He would probably still be waiting and “working on it.”

Take your most favorite musician or band: what if that person was pushed away from music because some friend or family member convinced him or her that it was silly?

The answer: that person would not exist as your most favorite entertainer. That person would be at some place working a day job, and the world would not have that music.

Take one of your most favorite movie stars: what if this person only sat at home and watched movies during his or her spare time.

In other words, what if this person never pursued the Long-Term Objective of making great movies? That would be a shame, right?

The famous people that you thought of above, and all the famous people on this earth, have achieved that fame through taking action and following through on their Purpose and Long-Term Objective regardless of what anyone said or did against them.

The point here is that once you decide what is best for you, get on with it and just do it. Once it is done, you can then discuss it with people.

You can try this experiment: come up with a Long-Term Objective about which you have not spoken to anyone beforehand. Write it down with the date.

Then tell your friends and family about it. Continue to tell everyone and boast about how great it will be.

(To drive this point home to you, here is a smattering of Long-Term Objectives heard by people which never materialized:

“I want to be a welder because they make a lot of money.”

“I want to make a how-to video and sell it.”

“I want to open up my own store.”

“I want to open up my own car restoration shop.”

These and literally 1000s of wonderful Long-Term Objectives that people said over the years have never materialized.

You know people that have done this: this person boasts about being successful in the future in some career, and then never follows through.)

Periodically look at the note you wrote down in the above experiment. The odds are that you will not ever accomplish that Long-Term Objective.

The odds are that you will eventually throw that piece of paper away and forget all about it. This is what happens when you ask some people to make your decisions for you: your Long-Term Objective is never reached.<sup>1</sup>

Make your own decisions. Tell yourself what you are going to do. Work out your Purpose, Long-Term Objective, and actions to get them done. Then, get them done. Then talk about them after the fact. You can not be stopped if you accomplish something first and talk about it later.

No one can stop you if you produce something cool, and then say, “here it is!”

Do you want success? Then go out there and get it! In other words, intend for it to happen.

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<sup>1</sup> In this paragraph, the point is that if you just tell “everyone,” then you are exposing yourself to flak (strong criticism) and negativity that can ultimately prevent you from accomplishing your Long-Term Objective. It is a completely different point if you hire employees to work in your company, and you regularly show them the company’s Purpose, Long-Term Objectives, and actions to take. For example, this is why the military is a tight-knit effective agency. Nothing can beat a group if everyone knows about and agrees with the Purpose and Long-Term Objectives. Nothing can ever beat that. History is full of examples.

## Section 14

### Intend For It to Happen

This is just as important as following through with your action list.

Make your purpose, long-term objective, and actions real to you by visualizing them. Imagine that your Long-Term Objective has been accomplished in real life.

Yes, literally imagine your Long-Term Objective in real life. Picture it. Look at it. Make it real. Put it right there in front of you.

As an example, if you have a new toy concept, visualize that it is real and on the shelves at Toys “R” Us or your favorite store. What you see is your Long-Term Objective. This is what you will accomplish.

There it is: your new toy is sitting on the shelves. This is not an idle experiment. It actually works. It works beyond amazingly well. Do not do this just one time for one second. Do it daily.

Spend time visualizing exactly and precisely what you are going to accomplish. The more real it is in the way you can visualize it, the more real it will become—and then it will materialize at some point.

It sounds like magic. Well, to most people, it would be. Some can do this better and easier than others, but everyone can do it following my simple steps.

Those of you who have accomplished important feats know this to be true.

Realize that accomplishing short-term actions to take is the key to achieving your Long-Term Objective. Though you could imagine that you are a billionaire right now, a better action would be something more attainable in short order.

There are actions that have to be accomplished for that billionaire goal to materialize. The collection of all those actions together, over a period of time, result in massive wealth (depending on the products and services that you provide).

Work with short-term actions to accomplish. Use them as baby steps to become the paragon (perfect example) in your business.

By establishing your Purpose, Long-Term Objective, and actions to take, you can accomplish anything you set out to do.

## Section 15

### Persistence

A person who is successful is a person who persists. Persistence—that says it all.

There was once a Michael Jordan commercial on television, which was startling. At that time, Jordan had played in his sixth NBA championship and was hailed as the greatest basketball player of all time.

That is important to say again for emphasis: the greatest of all time! But the message in his commercial was enough to rock the world. It was a message that very successful people know only too well and which they live by and owe much success.

What did he say in this commercial that was so awe-inspiring?

He said that he did not make 100 percent of his free throws. He said that he did not win every game he played. In fact, he clearly said that he had lost more games than he had won, and he missed more baskets than he had made!

Could this be true? And yet this was the greatest basketball athlete the world had seen at the time, bar none?

What if he had given up? What if he had thought he was a failure after losing a few important games? Do you think he would have sat there, consumed by failure?

Even if he did for a moment, we all know that he most certainly pulled himself out of it and tried again, and again, and again. He did not stop. He did not hang out at the bars and drown his sorrows. He picked himself up, dusted himself off, and went at it again, and again, and again! That is the key to greatness—persistence:

1. Get your Vision in place.

2. Establish your Purpose.
3. Set your Long-Term Objective.
4. Work out your Master Plan, including Strategic and Tactical Steps to take.
5. Determine your shorter-term Things-To-Do List.
  
6. Move on that path.
7. Bulldoze obstacles out of your way; keep going!
8. Persist until the Long-Term Objective is accomplished.

Do you think you can do that too?

Can you persist regardless of anything and everything?

Can you be the terminator and just keep going, and going, and going?

So remember this the next time you lose a sale and think that you are nothing or simply worthless.

There is only one thing you can do. Only one. And that is to reach out and talk to more people.

You are to persist no matter the obstacle! By persisting, you will accomplish your short-term actions, which will result in the eventual accomplishment of your Long-Term Objective.

That said, there are times when we have to take a breather. You cannot exercise 24 hours a day nonstop, can you? If you fail, and fail, and fail, and fail, and fail nonstop, it makes sense to just do a full stop and look it all over. In fact, it makes sense to take a break when you're down, as that gives you a chance to regroup, right?

## Section 16

### When Down, Take a Break

If you are down in spirit, or you lose a sale or have a setback, and you find that you are not as excited or motivated as you were before, then there is really only one action to take: that action is to get yourself extroverted again.

Call it getting a second wind or anything else that you like, but if you were hit with a minor defeat, the only and best thing to do is to refortify yourself, your desires, your purposes, and then go back at it again hard!

One of the fastest remedies is to go outside and look around. Focus your attention on something different, something completely different than your computer screen or the same four walls or the large mess in your office.

This may sound odd, and it may not make sense at first, but if your attention is stuck on something bad, then getting your attention extroverted is what the doctor ordered.

Take a break; find something else pleasant to which you can shift your attention upon and get refreshed. Immerse yourself in a new environment; get some space.

Once you feel better, review your Purpose, Long-Term Objectives, and actions to take. Then come back with a fresh, new start and find someone else to talk to!

Sometimes you need to switch gears and divert your attention to something else for a time.

Get your second wind, and then go back at it!

Remember the Purpose? That is what makes you pick yourself up, and try, try, try, and continue to try until you succeed.

What is your Purpose in your business?

For maximum success, your Purpose should be to help a specific category of people or companies. Helping that group leads to mass sales, which leads to success and getting rich. If you start off just trying to “get rich,” you may notice a lot of problems as the purpose is incorrect.

If you are not successful in business, you need to go over your Purpose, and every point in this book on a regular basis.

## Section 17

### Keep Reaching Out

To be successful at all in any way, shape, or form, you have to keep reaching out.

It is the salesperson who must approach the potential customer. Otherwise, the customer will never know where to get that product.

If you did not know where a car dealership existed, and you could not find one on the Internet, then you would be very happy to get a communication from a car salesperson to let you know how to get a vehicle, correct?

You must reach out on a constant, never-tiring basis, to let the potential customer know who you are, where you are, and that you have what he or she needs. Frankly and truly, the more consistently you reach out, the more sales you are going to get.

There is actually an algorithm here: the number of people with whom you speak to about your product will result in some proportion of sales. The dynamics of this equation are determined by the adherence to the procedures in this book. This point will shortly be covered from another angle.

You have heard it said that sales are a “numbers game,” which is true, but that is a shallow statement. There is so much more to it. A salesperson, not knowing the procedures in this book, could make a thousand phone calls to potential prospects and make only one or no sales.

“Reaching out” is a part of the hat of a successful person and cannot be overlooked. But, it is not all that makes you great in your trade. There is a very important step to practice when you are “reaching out,” and that is to make a record of your new contacts.

## **Section 18 & 19**

**Available only on the training video upgrade.**

## Section 20

### Let's Put This In Perspective Another Way

Let's take John.

His Vision is to be a key player in the social media-helps-businesses-get-key-info-they-need type of company. He wants to be a key player in this industry. He gets an idea.

He develops a rudimentary app to help people deal with social media, allow them to focus on the most relevant topics, and to enable them to anchor their company information or pitch, along with what is hot. He calls it "Social-Eye."

John's Purpose is to help companies position themselves with hot topics and to benefit from popular trends.

OK. So he writes up his Purpose.

To Help Companies Position Themselves With Hot Topics And Benefit From Popular Trends.

All right. Now, what's his Long-Term Objective?

Well, in about 3-5 years, he wants to get his application cemented in Fortune 1000 companies and with a strong foothold in the US and Europe. With his application in use for his company, he can do that.

So his Long-Term Objective is:

To gain a strong foothold in Fortune 1000 companies in the US and Europe.

But it needs a little more.

John realizes the objective has to tie in sales of his product. So he re-works it to read:

Fortune 1000 Companies in the US and Europe Utilizing Social-Eye to Benefit from Popular Trends.

There, that ties in sales, productivity, and income. Now he's happy.

John writes up his Master Plan, including a section on Strategy and on the Tactical actions he will accomplish to achieve his 3-5 year Objective.

Next, John uses the Major Tactical Steps to work out his daily, weekly, and monthly action list of Things-To-Do (Action List).

Now, John works on the Action List. He writes out a list of key actions he is going to accomplish on a daily, weekly, and monthly basis, that is in alignment with his Strategic and Tactical Plans.

All right. Now, John is all set.

He knows where he wants to go with his Vision. He has his well-defined Purpose, a clear Long-Term Objective, a well-written Master Plan that includes the Strategic and Tactical Steps to take. And now, he has his Action List of what to accomplish by day, week, and month.

All right. Now, John has everything in place needed to accomplish his Long-Term-Objective.

John takes on a temporary tech guy to help him work on Social-Eye features. John makes the new tech person read the Vision, Purpose, Long-Term Objective, Master Plan, and Action List. Now they are in synch and working together for the common goal.

Over time, John makes some sales and hires someone to administer part of Social-Eye for his own company, as well as clients. John has this new hire read the Vision, Purpose, Long-Term Objective, Master Plan, and Action List. Now they are a group of three working together.

Some work is outsourced to a tech company to write some specific code. John sees that the coder has his Vision, Purpose, Long-Term Objective, and Action List in mind. Good. Now they are more synchronized.

John continues these actions each time someone is brought into helping the company from the inside or outside. And thus, the group grows. The Social-Eye app continues to sell, and their presence continues to grow.

Those are the basic points. You can drill those down and work out sub-actions as well as strategic and tactical. You can also do this by industry, depending on your business. Thus, you can have a Marketing Strategy, a Technical Strategy, and so forth.

As your business grows, you can dial this in further and further.

## Section 21

### Summary

Your business stands a much greater chance of affluence (strong business growth), and you can be a very good leader and manage any number of people if you make sure there is a good Vision, well-defined clear-cut Purpose, a cleanly stated Long-Term Objective of what the company needs to accomplish, and a Master Plan that contains both the Strategic and Tactical actions necessary to accomplish the Long-Term Objective.

Apologies are given in advance for the following negative statements, which are needed to help differentiate the key points.

Someone would not be a very good leader if they did not know the Vision and basic Purpose of their company and what it needs to accomplish in 3-5 years.

Someone would not be a very good leader if they did not discuss the company's Vision, Purpose, and Objectives with those under their care. And do this on a regular basis.

Someone would not be a very good leader if they just let the company meander on its own, through time, doing whatever it wanted to do.

Someone would not be a very good leader if they assumed those under their charge knew the company's Vision, Purpose, Long-Term Objectives, and were in agreement with them.

You will be a very good leader if you read out the company's Vision, Purpose, and Long-Term Objectives at the beginning of any group meeting.

You would be a very good leader if you made your decisions based upon the accomplishment of the company's Vision, Purpose, and Long-Term Objectives.

You would find yourself rising higher in the company hierarchy, or earning a lot more money from your position if you look at the company's Vision, Purpose

and Long-Term Objectives on your own, and saw that your weekly, monthly, quarterly and annual plans aligned with that Vision, Purpose and Long-Term Objectives.

You would find yourself not only being a great leader but rising high in influence and income, simply by adhering to these simple principles.

And very important: You would be a very good leader if you kept abreast of your industry, and related industry announcements, circumstances and events so that if necessary, you can modify or tweak your existing strategy in order to not only stay in the game but capitalize on important industry changes in the future.

Remember that well: Stay abreast of any developments in your industry and industries that can affect yours.

In the past, there were many enormously successful companies that never thought they would be out of business. You do not even hear their names anymore, despite them being the kingpin of their day. They bit the dust, so to speak because they did not stay abreast of changes and developments that could affect them. And today, with the rapid production of technology products, you really need to stay on your toes on this one.

## Section 22

### Get Information To Employees

Remember: The point is to write it up and get the information to employees.

And consultants and agents.

And any outsource company that you work with.

In closing: You did not see or hear any mention of personality. Nothing was said about charisma. There was no discussion about charm. There was no talk about people liking you. In fact, nothing was said about a lot of things that you may have learned over the years, and in other books and classes.

These other points help you become better and help you get the message across so that it is better understood. But the basic message is the basic message:

By adhering to the company's Vision, Purpose, and Long-Term Objectives, you find yourself more and more aligned to being EFFECTIVE AND GETTING THE JOB DONE.

More and more people who follow the Vision and Purpose will like you.

Those that are lazy or just there to collect a paycheck and are not interested in the company's Vision and Purpose will eventually disappear. They always do. The new hires that accept the company's Vision and Purpose will make themselves part of a bigger and greater team that is under your charge.

Be fair. Be proper. Conduct yourself as best as you can. But always make sure that you make your decisions based on the company's Vision, Purpose, and Long-Term Objectives, and every single one of your superiors, your consultants, your agents, and your vendors will all consider you an excellent leader and the person to go to with their needs.

This makes you indispensable!

Do these steps, and you will find that you are an effective leader in this new age!

You will Beat the Odds to Achieve Rapid Business Growth!

Take your Vision and break it down into the detailed steps listed above. Take your time. Go over it thoroughly. Constantly reflect upon it. Constantly.

What do you want to be when you grow up?

## Thank You

I truly hope that you enjoy The Vision Map™ and put it to good use!

A lot of blood, sweat, and tears went into the production of this knowledge to give to you.

Use it wisely, and feel free to contact me for any assistance.

An audio reading and a training class on The Vision Map™ is available and may be obtained at [tonyURSO.com](http://tonyURSO.com).

If you wish assistance on setting up The Vision Map™ for your career or business, email me at [tony@tonyURSO.com](mailto:tony@tonyURSO.com).

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