

# Create Your Vivid Vision

## OVERVIEW

### What Is A Vivid Vision?

It's a vivid description of what your company looks like, feels like, and acts like 3 years from now.

### When To Use It

This is typically used more for internal & hiring purposes, but can also be shared with prospects as a way to attract your perfect fit clients/customers.

### How It Will Help You

You have a big vision for your company, and you want to get your whole team on board. When you can clearly see, feel, and experience your vision, you'll start to put the universe and your mind to work for you. You'll move forward with laser-like focus, and attract the right people to help you get there.

## EXAMPLES

You can see examples of Vivid Visions we've created here: [www.consciouscopy.co/vivid-vision](http://www.consciouscopy.co/vivid-vision)



# TEMPLATE

**Now it's your turn!** Use the format below to create your Vivid Vision. [Click here to access](#) this template for easy copy & paste.

## [Your Company Name] Vivid Vision [3 Years From Today]

**Snapshot** The following is [my/our] [insert year] Vivid Vision. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It's a detailed overview of what [my/our] business will look like, feel like, and act like three years out—by [month] [day], [year].

Why I Do What I Do [Or: Why We Do What We Do]: [short, only 1-3 sentences]

**Values** [4-5 total values, 1-2 words each. Include 1-2 sentence descriptions for each value.]

**Team** [Who is the driving force behind the business? List specific key roles, if applicable. What is the main function of each of these individuals?]

**Culture** [Paint the picture. Use sensory language. What does the team culture *look* like? What does it *feel* like? What does it *sound* like? Are there any incentives for growth? Opportunities for personal/professional development?]

**Core Business Activities OR Products/ Services** [Ex: What does your company *do*? Give each product/service its own section and describe what it *looks* and *feels* like. What is your USP (Unique Selling Proposition)? What are you doing to stand out from your main competitors?]

**Offices/ Headquarters** [Do you have an office? Imagine walking into it... *Where* are you (town, city, or state)? *What* specifically do you see? What do you *hear*? *How* do you *feel*? What do you *smell*? What do you *taste*?]

**Sales & Marketing** [How do you attract your ideal clients? What does your marketing strategy look like (SEO, Social Media, PR, Word of Mouth, etc.)? Give specific examples, if possible. How has this been successful?]

**Media & Awards** [What does the public say about your company? What are you renowned for? What specific awards have you received? What specific articles have been written about you ("Top 10 Places To Work, As Voted By Employees In [Region]," "Fastest Growing [Industry] Companies")? Have you been mentioned in any reputable online magazines? If so, which ones (Forbes, Inc. 5000, etc.)?]

**Financials**

[What are your sales? Yearly revenue? Profit? What is your yearly growth rate?]

**Community  
Involvement/  
Giving Back**

[What specific local or global charities/organizations do you support? What does this *look* like? *How* do you support them (monetary donations, physical participation)? *Why* do you support them?]

**Founder  
Feeling**

[**Option 1:** *Who* are your mentors? What does personal growth *mean* to you and what does this *look* like? *How* do you spend your time? What does your day-to-day *look* like? *How* do you *feel*?]

[**Option 2:** How did you get into this industry/business? Share your story, what motivated you to start your business and why the work you do is important.]

[If this is the last section, write 1-2 sentences to wrap up on a strong note about heading into the future together.]

[**Optional:** Include your signature.]

## HOW TO ROLL OUT YOUR VIVID VISION

Once you've written out and designed your vision, here's how you can share it with the world:

- 1 Take your Vivid Vision to a print shop to get it printed. Make enough copies for everyone on your team to have their own.
- 2 Meet with your team in person or by video and read it out loud together the first time.
- 3 Have team members read it over a second time by themselves and highlight things they like, don't like, and/or have questions about.
- 4 Go around and have teammates share what attracted them AND what repelled them. If someone isn't on board with your Vision, now's the time to figure that out.
- 5 Put your Vision somewhere your team can access so they can revisit it to keep focus and motivation toward your common Vision.
- 6 As the creator of your Vision, you should be revisiting this document on a regular basis, whether it's weekly, monthly, or quarterly. Keeping this top of mind will keep you on track and fired up.
- 7 Revisit your Vision every 6 months with your team to measure progress and keep it top of mind.



## ABOUT JENNIFER HUDYE

Jennifer Hudye is the Founder/CEO of Conscious Copy & Co., where they help entrepreneurs communicate their vision and message in a way that inspires people to action. She has founded/co-founded 4 businesses and spoken on stages alongside Mary Morrissey, Suzy Batiz, Lewis Howes, Gary Vee, Rachel Hollis, and many others. Tens of millions of people have taken action on the marketing created by Jennifer and her team. Past clients include household names like Strategic Coach, Sonia Choquette, Chalene Johnson, Bulletproof Coffee, JJ Virgin, and many others. Jennifer and her team have supported over 150 entrepreneurs through the Vivid Vision process, including Cameron Herold, Billy Gene Is Marketing, Victoria Song, Live Well Clinic, The Gierach Law Firm, Vision Tech Team, and C2 Media.



## WHAT TO DO NEXT

If you'd like our support creating your Vivid Vision, [click here to schedule your Vision Clarity Call now.](#)

On the call...

We'll get clear on the parts of your vision that you're sure of.  
We'll determine what areas are a little fuzzy/unclear around your Vivid Vision.

From there, if we see that we can help you, we'll share how my team and I can write, design, and help bring your Vivid Vision to life.

We've helped over 150 entrepreneurs get clear on their Vivid Visions (and most—if not all—of them became a reality for those business owners). We'd love to help you, too.