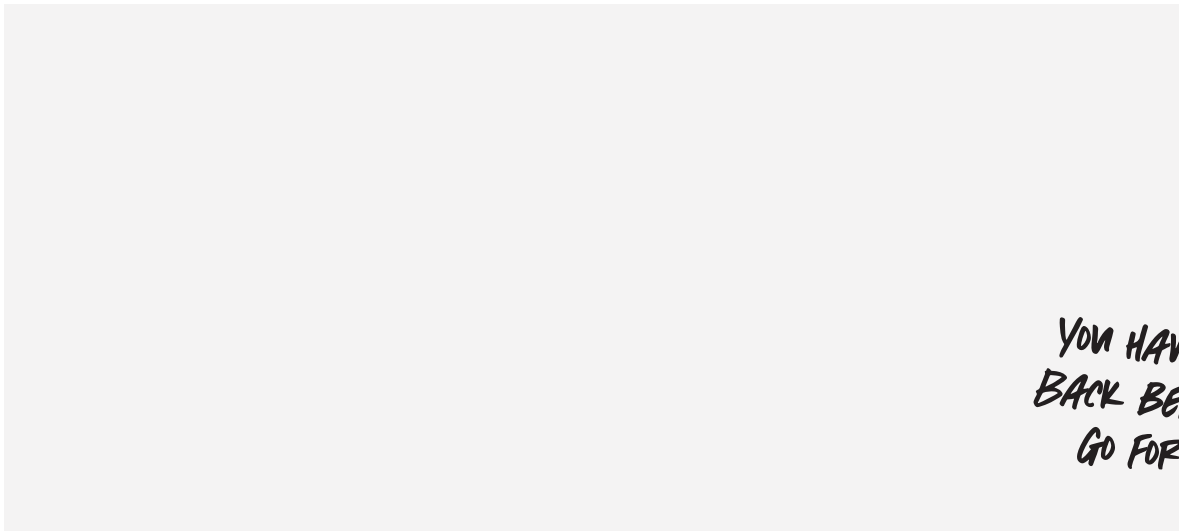


# A GUIDE TO... CRAFTING YOUR OWNER'S INTENT

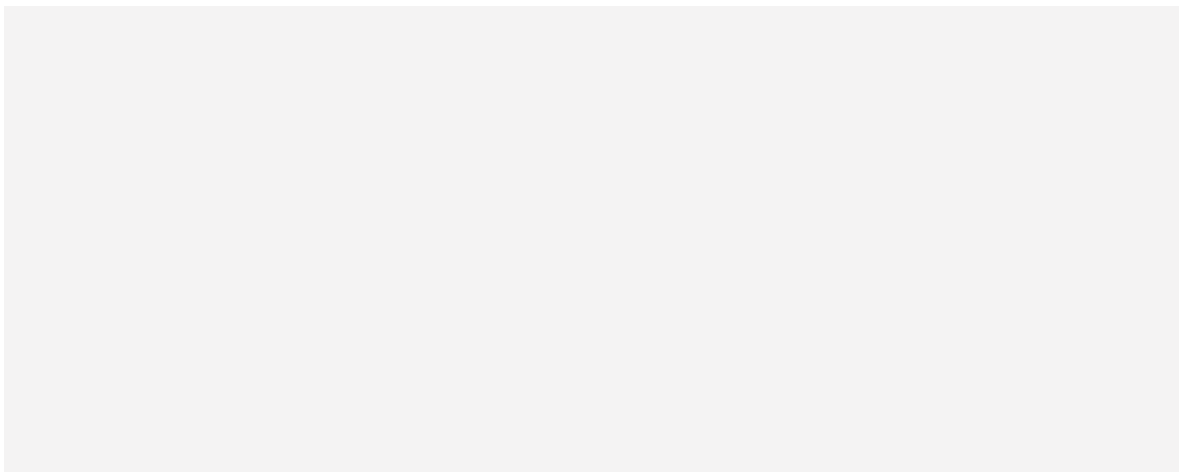
**Instructions:** This guide will help you craft your Owner's Intent. Use this guide alongside The No B.S Small Business Book.

## DETAIL YOUR LIFE STORY.

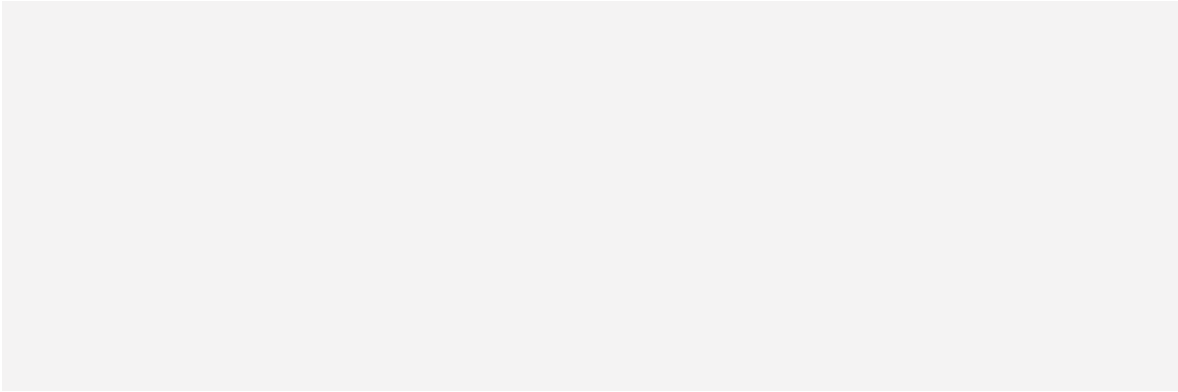


*YOU HAVE TO GO  
BACK BEFORE YOU  
GO FORWARD.*

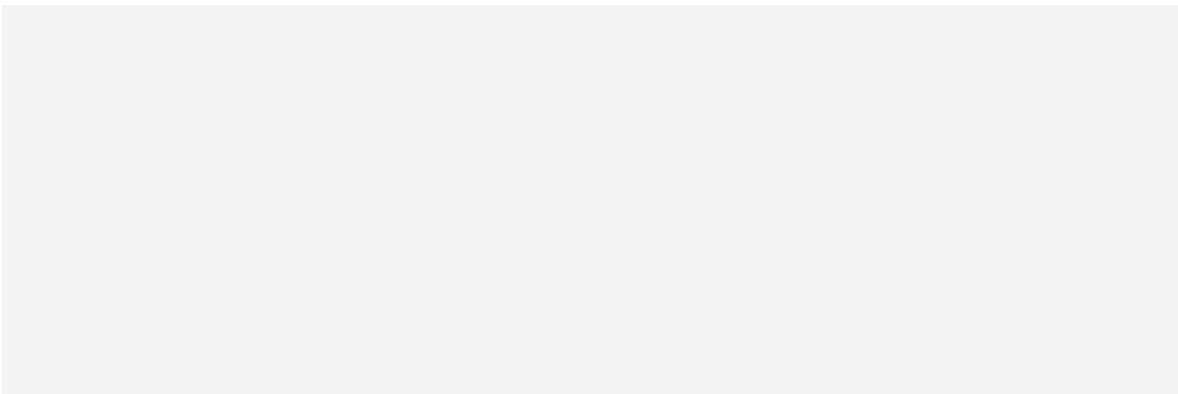
## IDENTIFY THEMES AND PATTERNS OF WHEN YOUR PASSIONS CAME ALIVE.



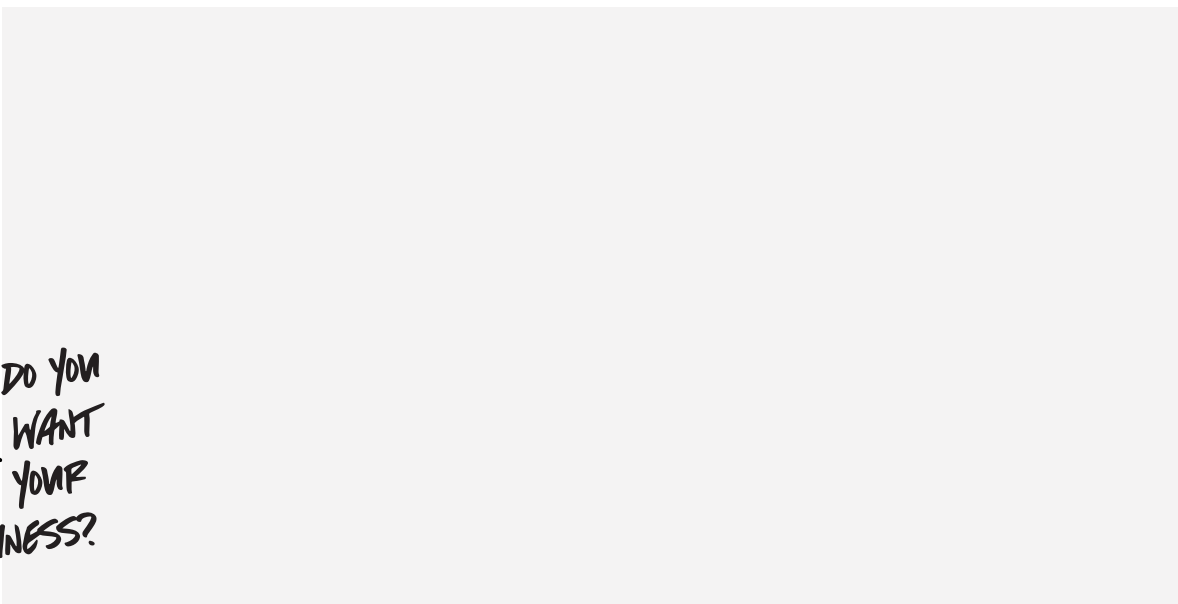
**WRITE OUT A VISION OF WHERE YOU WANT TO BE IN 10 YEARS.**



**WRITE DOWN 3-5 TOP THINGS YOU WANT FROM YOUR BUSINESS.**



**TAKING EVERYTHING ABOVE INTO ACCOUNT, WRITE DOWN ONE STATEMENT THAT TRULY CAPTURES WHAT YOU WANT FROM YOUR BUSINESS.**



**WHAT DO YOU  
REALLY WANT  
FROM YOUR  
BUSINESS?**