



Activity 12: Capturing Your Business Vision

Name: _____ Class _____ Date: _____

Starting a business is an exciting moment in life. It requires a clear understanding of your goals and as strong commitment to do whatever it takes to succeed. A good way to capture your enthusiasm is to write your goals and dreams down in the form of a letter to yourself.

Instructions:

In the space below, or on a clean sheet of paper, write yourself a letter about the business you want to start. Include the following information in your letter:

- Describe your business and the products or services you plan to sell.
- Explain how your business will be unique from your competitors.
- Explain why you believe your business will be successful.

When your letter is finished, make two final copies — one for yourself and one to turn in to your advisor or teacher. Keep this letter in a safe place so that you can refer to it in the coming lessons.

(This is a fill-in PDF form. You may type your answers into the blanks, then print. Or you may print the form and fill it in by hand. For course credit, submit the form to your teacher.)