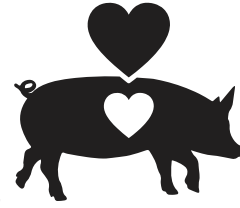


Your Inner Ahab!

This worksheet is designed to help you analyze where your next sales are going to come from. Start by listing 10 customers in Quadrant (1). These customers represent your reoccurring revenue. Protect these customers, they are your Bread and Butter. Next, list 5 potential sales in Quadrants (2) and (3). These two groups represent your company's growth opportunities. Dedicate a great deal of your energy going after these two groups if you want growth. Lastly, put 1 name in Quadrant 4. This is a Dream Customer that requires you to grow your offering and knock on their door. Quadrant 4 is where the real fun is! It's time to go after YOUR WHALE!



**WHAT'S YOUR
BACON?[™]**
MASTER HAPPINESS

Doing something NEW!

Could Bees

3

YOUR WHALE!

4

Doing what you do

Bread and Butter

1

Should Bees

2

Current Customers

FUTURE Customers