

ForImpact

POINT OF VIEW

"No money.
No mission."
- Covey (R.I.P.)

IMPACT *DRIVES* INCOME

"No mission.
No money."
- Suddes

NOT THE OTHER WAY AROUND.



BE FOR IMPACT!!!

IMPLICATIONS:

- 1) Articulate the Message ...
Clearly. Concisely. Compellingly. Consistently. Convincingly
- 2) Size & Scope of IMPACT *DETERMINES* Size & Scope of INCOME
- 3) ~~FUND RAISING~~ ~~TRADING DOLLARS~~ ~~SPECIAL EVENTS~~