

Playbook

**MILLION DOLLAR
VISION
STATEMENT**

WRITTEN BY

RIANNA HIJLKEMA



Before We Start

Before you write your Million-Dollar Vision Statement, I want you to understand what we're actually doing here, because this is not a vague journaling exercise or a feel-good intention-setting moment.

A real vision is a strategic document.

It gives your business direction. It tells us what to build. It anchors every decision you'll make over your upcoming three years.

If your vision isn't *specific* enough to use in planning your offers, systems, team, and numbers, then it's not a vision, it's a nice idea. And nice ideas don't build 7-figure businesses.

This one-page statement becomes the foundation you use to design your next level of growth. So give yourself the space to think clearly and honestly about where you're headed.

Here are some guidelines:

1. Write in the present tense.

Imagine the future has already arrived: "I have... We do... My business generates..." This puts your brain in decision-making mode instead of wishful thinking.

2. Keep it to one page.

A clear direction forces prioritisation. If everything is important, nothing is.

3. Choose a focused environment.

This deserves your full attention. Block 60 minutes without interruptions, sit somewhere that feels calm and intentional.

4. Free-write first, edit later.

Get everything out. Don't overthink or censor yourself. Then refine it into a clean, strategic one-pager.

5. Don't worry about being 'right.'

Your numbers, structure, and ideas will evolve, what matters is committing to a target and a shape so we can reverse-engineer it.

This is your opportunity to define the business you actually want to run. When you're ready, move into the prompts on the next page.

The 6 prompts to answer

Grab a notebook and free-write for 10–15 minutes for each prompt. Don't worry about getting the "right" numbers. Just get your thinking on paper.

Once you've written everything out, transfer your final version into a Google Doc or Notion page and tighten it up so it fits on one page.

Then (if you'd like to) feel free to share this with me.

1. Money & Scale

- It's three years from today. My business does \$_____ / year at % profit.
- We typically do \$ per month with _____ active clients.
- Here's why these numbers matter to me.

2. Who You Serve

- We are known for helping [specific type of client] who are struggling with [top 1–2 problems] achieve [specific outcome].
- Most of our clients are [a few traits / stage in life/business].

3. What You Sell

- We have [number] offer(s):
 - Offer 1: [name] – [one-sentence promise].
 - Offer 2: [name] – [one-sentence promise].
 - Offer 3: [name] – [one-sentence promise].
 - 80–90% of our revenue comes from [offer].

4. How the Business Runs

- Here's how clients find us: [main channels].
- Here's how they buy: [call, app, simple path].
- Here's how we deliver: [1:1, group, DFY, hybrid] with [systems / rhythms].
- What am I no longer willing to tolerate into the next level of my business?

Next Steps

Once your vision is clear, the next step is the strategy: the goals and actions that turn your “why” and “where” into reality.

Now that your Million Dollar Vision Statement is clear, let's talk about how to actually get there.

Book a 1:1 strategy intensive with me, bring your vision, and we'll map out the path forward, including the biggest bottleneck slowing you down and what to fix first.

If you're still reading this, then you already know that you're too smart, too capable, and too driven to stay stuck at this level, and I'm here to guide you through it.

During this free 90-minute session, we'll map out what's keeping your business stuck, identify the exact bottlenecks holding you back, look at what you've built and what's missing, talk about where you want to go, and outline what your next-level business actually needs.

No weird sales tactics. No forcing a yes. Just two ambitious women talking strategy. If I can help, I'll tell you how. If not, I'll point you somewhere useful.

Either way, you'll walk away thinking, why didn't I do this sooner?



Hi, I'm Rianna!

I know how frustrating it is to do everything “right” and still feel stuck.

After building my own businesses and working behind the scenes in six-figure companies, I can tell you one thing for sure, all the hard work you did to get to six figures will NOT get you to seven.

Book your call and let's talk!

[Book your 1:1 Strategy Intensive](#)