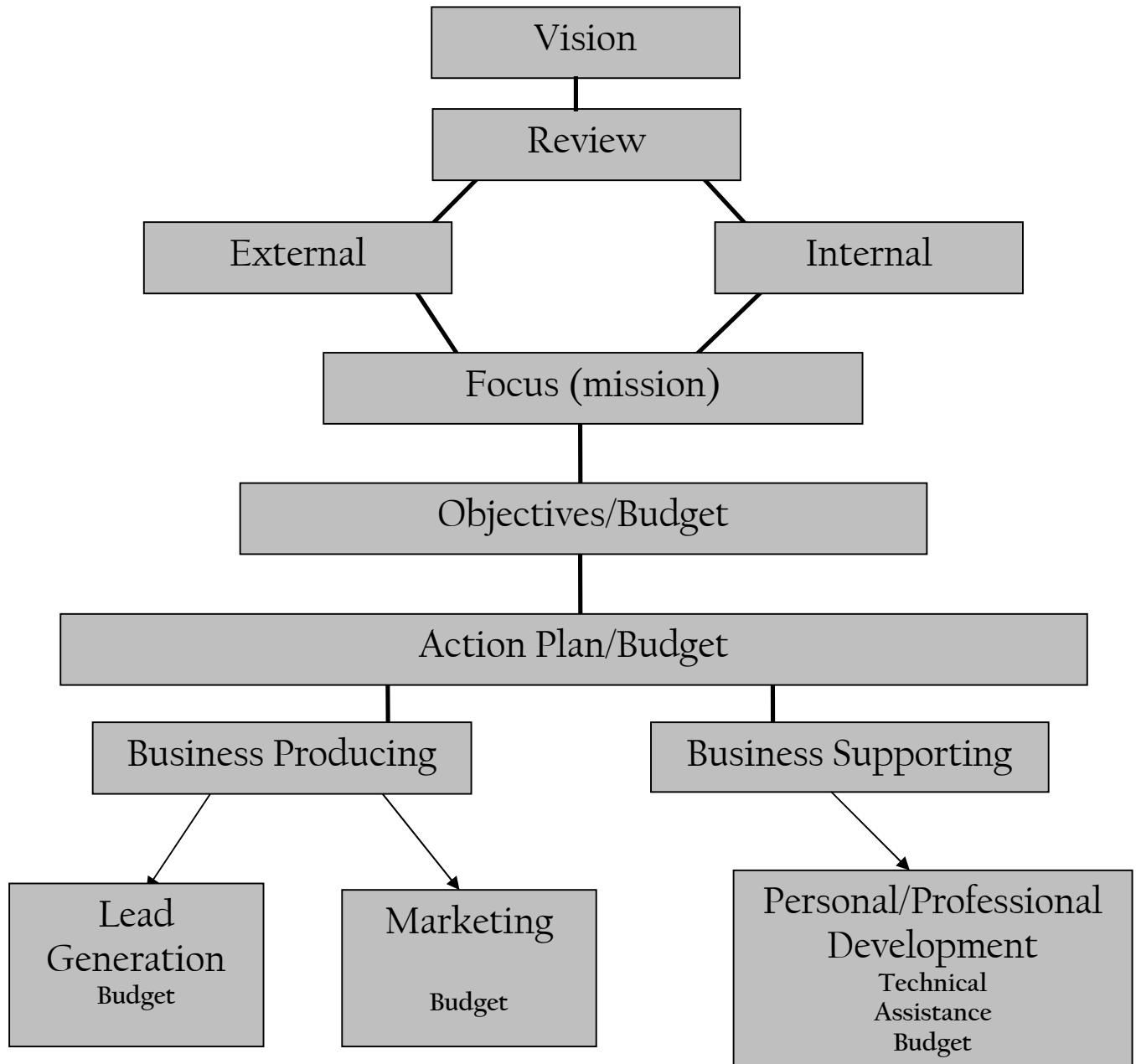


The Cross Planning System  
**Components of a Business Plan**  
 The Big Picture First



Use Measurement Vehicles to Measure Results of Actions Against  
 Objections                      Mission                      Vision

Excerpted from *The Business Planning System for the Real Estate Professional*, Carla Cross,  
[www.carlacross.com](http://www.carlacross.com)

