



Setting Goals for Your Agritourism Enterprise

You may have had some sense of goals for your agritourism enterprise when you first started exploring potential ideas. This worksheet is a tool for articulating and aligning your agritourism enterprise with your deepest values and future aspirations. Ask your family and/or key partners to each work through this goal-setting process, and then compare notes to ensure you're on the same page as you move forward.

PART I: WHAT DO YOU HOPE TO GAIN FROM YOUR AGRITOURISM ENTERPRISE?

Below is a list of some reasons you may have become interested in agritourism. How would you rank these business goals in terms of their importance for you? Ask your family and/or key partners to do the same, and then discuss your conclusions.

- ___ Diversifying farm and ranch income.
- ___ Increasing farm and ranch income.
- ___ Reducing debt and putting away money for the future.
- ___ Modeling and teaching the public about responsible agricultural practices.
- ___ Bringing variety to your work and meeting new people on a regular basis.
- ___ Ensuring a place for the next generation to viably farm.
- ___ Creating more diverse on-farm employment opportunities for family.
- ___ Providing agriculture, business and customer service learning opportunities for family.
- ___ Engaging local community members as friends of the farm or ranch.
- ___ Strengthening connections to local community well-being.
- ___ Partnering with other farms and ranches to attract visitors.
- ___ Gaining more free time by developing a line of business that can easily be delegated.
- ___ Creating a beautiful working landscape or environment.
- ___ Other _____
- ___ Other _____

PART II: WHAT MATTERS MOST TO YOU IN TERMS OF A WELL-LIVED LIFE?

From your perspective, what are the four most important aspects for leading a satisfying life? When you look back on your life, what factors would you consider? For example, you might want a close-knit family, professional success, financial independence, early retirement, good health, positive impact on your community, improved health or beauty of your land, life-long learning, fame, etc.

1. _____
2. _____
3. _____
4. _____

Quadrant exercise used with permission from Pat Flynn, author of "Will It Fly? How to Test Your Next Business Idea So You Don't Waste Time and Money," 2016.

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On the chart below, label each quadrant with one of the four key aspects of your life. For each quadrant, imagine what your life will be like in five years if you're progressing toward these goals. You don't need to know HOW you will get there, just what's possible if you apply yourself. Write the specifics down in the appropriate quadrant as if they are already true; the more specific you can be, the better.

PART III: WILL THIS BUSINESS IMPROVE YOUR LIFE IN WAYS THAT MATTER?

Next, consider what you have described as your future life in the previous exercise. How does your top business idea reinforce or conflict with the future life you see for yourself and your family? If you have more than one potential idea, repeat the analysis for each idea.

Agritourism Enterprise Idea:	
How could this enterprise reflect my values and help me achieve my life goals?	How might this enterprise potentially compromise my values or distract from my life goals?

PART IV: FIVE-YEAR GOALS

Now let's tie everything together. For your agritourism enterprise and your life, how will you track your progress in the next five years?

	What milestones will you ideally reach with your business?	What milestones will you ideally reach toward your life goals?
In one year		
In three years		
In five years		

