



Business Growth Plan 2017

Business Growth Plan 2017



Name:

Date:

SECTION 1: REVENUE GOAL

1a: Set your revenue goal for the next 12 months

If you don't know where you want to go, chances are you won't get there. So in this section you will set a goal, and then below you'll create a plan to get there. Set a goal that seems both exciting and doable for you.

Write the income you'd be excited to generate in the next 12 months:	
Your monthly income goal is:	

1B: What's the biggest benefit of achieving this goal? (one sentence)

1C: What's the cost or impact to you of not achieving this goal? (one sentence)

1D: What would have to be different in 2017 to achieve this goal?

1E: What other goal(s) for 2017 would make the biggest difference to you?

SECTION 2: OVERALL EVALUATION

Take Stock Of Where You Are and Where You Want to Go

2A: Overall, how do you think things went in in your business the year that just finished? Why? What would you celebrate? What would you want to change?

2B: If you were sitting here at the end of the upcoming year, what would have to happen for you to be amazingly proud of your progress? What did you do? What did you accomplish? Write your answers below.

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2C: Think about your marketing, sales, service delivery, financial results (sales, profits), your team, yourself. Are there any areas that stand out as clearly needing improvement in the next year? Which areas? What specifically needs attention? Make as long a list as you possibly can. Don't edit yourself, just make a list.

2D: What are the things in your business that you know you need to do but didn't get around to?

2E: What barriers do you see to reaching your goals for this coming quarter?

SECTION 3: PRODUCT OFFERINGS

3A: Please list all of the programs/services/products that you will offer in 2017, and a brief description of each:

- *Example: The Soulmate Success System: 4 month group coaching, \$995*

3B: What programs/services would you like to create and offer, as part of upleveling your business?

SECTION 4: BUSINESS MODEL (REVENUE STREAMS)

4A: Please fill in the table below with the programs/services you will offer in the next 12 months. This section will help you reach your Revenue Goal, by breaking down it into specific income sources.

EXAMPLE:

Program	Pricing (Typical)	# of Clients	Revenue
Love Breakthrough Coaching Program	\$5,000	20	\$100,000
Love Mastery Program	\$10,000	4	\$40,000

TOTAL PLANNED REVENUE: \$140,000

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FILL IN YOUR DATA HERE: (feel free to add rows to the table below if needed)

Program	Pricing (Typical)	# of Clients	Revenue

TOTAL PLANNED REVENUE:

4B: What do you think is the biggest opportunity to increase your revenue?

SECTION 5: NICHE

5A: What are the primary results you provide or problems that you solved?

5B: Of these results, which would you like to be known for with a wider audience?

5C: Who is your target audience?

5D: Are there any ways you would like to “upgrade” or shift your target audience?

SECTION 6: MARKETING STRATEGIES

6A: What are your primary marketing strategies for attracting clients? What % of your business income does each marketing strategy generate?

Example: Webinars: 30% of business income

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6B: Which marketing strategies do you think you need to do more of, in order to grow your business?

SECTION 7: MARKETING CALENDAR

This section may be the most important document in your business! Print out this and hang on the wall - this is the business roadmap to be following on a daily basis.

Your marketing calendar shows you (1) the marketing you're doing each month (2) the income generated each month.

- Make sure the numbers in the right column add up to 10% to 20% more than your income goal (so that you have some leeway)
- This is a key document to review with an accountability partner on a regular basis
- When in doubt, do a consultation campaign to your list, or a cross-promotion with a partner

Instructions: for each month, fill in (1) the marketing strategies you'll be using, (2) the estimated number of clients, consultations, and revenue you expect that strategy to generate.

Month	Marketing Strategy	Clients / Consultations / Revenue (Estimated)
January	<i>Example:</i> 1. <i>Speaking engagement</i> 2. <i>JV teleseminar promotion</i>	<i>Example:</i> 1. $2 \times \$6997 + 2 \times \$1997 = \$17K$ 2. <i>30 in attendance, 6 consults, 3 clients x \$10,000 = \$30K</i>
February		
March		
April		
May		

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June		
July		
August		
September		
October		
November		
December		

SECTION 8: SUPPORT TEAM

8A: What team support do you currently have? (list team members, and what they do)

8B: What team support do think might be needed, as part of taking your business to the next level in the next year?

8C: Who will provide you with business guidance throughout the year?

8D: Who will hold you accountable for achieving your Revenue Goal?

SECTION 9: SYSTEMS & OPERATIONS

9A: Is there anything in your business infrastructure or operations that needs to be developed/improved?

9B: What do you think you need to systematize in your business?

SECTION 10: BUSINESS IMPROVEMENT

10A: What's the #1 thing you need to work on, or you need help with, in order to take your business to the next level?

10B: What's the biggest weak spot or challenge holding your business back right now?

SECTION 11: INNER GROWTH

11A: What kind of impact in the world would you like to make that you're not making now?

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11B: What's one inner block you would like to shift? How will you get support for this?

11C: What will you have to let go of to take your business to the level you envision?

11D: What will you need to do differently to take your business to the level you envision?

11E: Where could you use support with your "inner game"?

SECTION 12: KEY PRIORITIES FOR 2017

12A: What are the priority areas to focus on that will make the greatest difference in the next 6--12 months?

12B: What will you say no to and completely stop doing to make enough time for your key priorities?