

7

Steps to an Extraordinary Year in Your Business Strategic Planning Process



Step 1: Which goals would make your heart sing?

Question	Brainstorm
What would be the biggest experience this year (in career and in business)?	
What are the new skills, courses or techniques that you can learn to moving forward? (or new Milestone to achieve: f.e. break your own record, master xyz)	
What biggest obstacle to your success in your life and would you like to vanish this year?	
What charity would you support? (both time, money and other favors count) Or which legacy will you create?	
Who are you most grateful for in your business and in your life? Do you acknowledge and thank them in a meaningful way?	
What would you want to acquire along the way? (yes, we're talking material goods here: toys, real estate, luxury items....)	



Step 2: Set Business Targets For The New Year

#	What do I really want to achieve, to grow?	What is the desired outcome?	What will help me to get this done?
1			
2			
3			
4			
5			
6			
7			
8			
9			

Hint: Include things like overall revenue, list size growth, # of new customers/buyers, new products created and launched, major marketing promotions, staffing needs, technology systems or upgrades, contribution/impact, investments, investment in coaching or training, speaking engagements, time drains to solve etc.



Step 3: Break Down Your TOP Goal Into Achievable Milestones

#	Big Goal made doable in little chunks	Resources Needed to Achieve	By When
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Hint: Choose 1 big goal to accomplish this year. 1 Goal to accomplish in 6 months, 3 months and 1 week. Then repeat choosing and breaking down new short term goal and review, adapt mid/long term goals.

[check this mindmap tool if your stuck at chunking-down your goal.](#)



Step 4: Manage Your Mindset

Question	Brainstorm
Why are these goals important to you personally? Is your desire really about you? (or are you pleasing someone?)	
Is your desire stronger than your resistance? Are you emotionally excited by this goal? What do you feel?	
Are you ready for the impact this dream will make? Which changes are involved? How would that affect you, your life, your business?	
Which support group or person can you turn to in case of doubting yourself? Stimulate you, motivate you, cheer you?	
What is your Powerup morning ritual to energize, stimulate, motivate and cheering yourself?	
What is your celebration ritual? How do you celebrate your successes?	
Do you keep a success journal? If not, start it now. Start writing down ALL the successes and accomplishments you had since you were born.	
Create a list of your core strengths. Examples: Deductive. Reasoning. Imagination. Creativity. Organization. Will Power. Listening. Managing. Facilitating. Organization. Persistence	
What are your Unique Abilities? Examples: Lead teams. Inspire others. Solve problems creatively. Think quickly. Make dynamic presentations.	
What do you love about yourself?	
What compliments do clients give? Why do they come to you rather than someone else?	

Hint: Knowing what it is you are good at makes it more easy to recognize what strengths you need to draw from others. Knowing who you are and what your strengths are gives confidence and makes you feel great.



Step 5: Schedule Your Success

Transfer your big outcomes into whatever planning system or calendar that you consistently use. The more simple, the better!
See example we use to schedule our goals here [click template](#)



Step 6: Track, Measure and Grow

Metrics to Measure	What are your past metrics so you have a point of comparison? What are the targets?
Email Marketing: # nr subscribers	/
Email Marketing: open rate & click-through rate	/
Email Marketing: unsubscribe rate & conversion rate	/
Social Media:(1 channel) # nr subscribers	/
Social Media:(1 channel) open rate & click-through rate	/
Social Media:(1 channel) unsubscribe rate & conversion rate	/
Website Metrics: traffic/volume & unique visitors	/
Website Metrics: time on site. Most visited page. Bouncing rate.	/
Website Metrics: where they are coming from? Other data.	/
Sales Metrics: number of offers & confirmed orders (→ conversion rates)	/
Sales Metrics: refund rates, claimed guarantees	/
Sales Metrics: repeat buyers	/
Financials: current overall revenue	/
Financials: current overall expenses	/
Financials: net income	/
Financials: cash	/
Financials: # capital to invest (or savings you could spend at investments)	/



Step 7: The “One Thing”

If the next 3 months were to be defined by “one big thing” that you achieved in your business, what would that “one thing” be — f.e. to grow your business, create the lifestyle you want and/or impact your customer’s lives for the better?