



DAY 4

Your Best Year Yet!



DAY FOUR– PLAN FOR SUCCESS

“Failing to plan is planning to fail” —
Benjamin Franklin

The importance of having a plan should not be underestimated.

Having a plan that is written down and referred to on a daily, weekly and monthly basis is paramount to success! So today you are going to design the plan e.g. the step by step process in order to make your goals a reality.

So we've looked at where you'd like to be, and at where you are now, and we have got really specific on the goals you want to achieve, now you can break down the path from "here" to "there" into small, manageable steps so that you can take action.

Please watch the video and answer the following questions.

Once you have completed your workbook then comment under the video so I know you have done today's work.

YOUR PLAN

MONEY PLAN

My goal is to earn £ _____ this year

Which breaks down into:

£ _____ per month

£ _____ per week

£ _____ per day

£ _____ per hour

My customers average spend is: £ _____

I know I need to get _____ customers per month to achieve my goal.

(To get this figure take your £ goal and divide your customers average spend, this will equal the clients you need.)

YOUR PLAN

BUSINESS GROWTH PLAN

My goal is to get _____ leads this year

Which breaks down into:

_____ per month

_____ per week

_____ per day

My lead generation strategy is:

I know that this strategy will lead to ____ new customers per month which will help me to achieve my money goal.

If you have previously had a lead generation strategy you will know what your conversion rates are. If this is completely new to you then you will have to test strategies to see what gives you the best results.

A lead generation strategy includes tactics that attract interested prospects and convert them into leads. A lead is a person who has shown interest in your brand by taking some action. They have shared their contact details or otherwise implied that they may want to do business with you.

YOUR PLAN

PERSONAL GOALS PLAN

To accomplish my goal I want to generate £

By this date:

So I need to put away £ per month

which works out to: £ per week

LIFESTYLE GOALS PLAN

I have committed to achieve _____
habit and I will set daily reminders on my phone to remind me of
my commitment.

HEALTH GOALS PLAN

My health goal is to _____

My daily regime is:

I will make it fun by doing this:

I will reward myself with this when i have achieved my goal: