

Be Strategic about Success in 2013

Reflection

What are your business accomplishments over the past year? _____

What was your gross profit for 2012? (i.e. What was the total amount of money that came into the business?) _____

What was your net profit for 2012 (i.e. total income minus expenses)? _____

What were your 3 biggest selling products or services this year?

1 _____ \$ _____

2 _____ \$ _____

3 _____ \$ _____

What marketing WORKED for you this year? _____

What was the worst thing about your business in 2012? _____

What was the best thing about your business in 2012? _____

2013 Strategic Plan

What does my 2013 business look like? _____

What are your 3 Strategic Goals for 2013

Revenue Goal for 2013 _____

Monthly Barebones Revenue Goal _____

Monthly Happy Revenue Goal _____

Monthly Stretch Revenue Goal _____

Other things you should track:

Client List

Website Views

Social Media Numbers

Calls

What are the products/services you plan to offer in 2013?

1 _____ \$ _____

2 _____ \$ _____

3 _____ \$ _____

What Marketing Strategies will you focus on in 2013?

90 Day Action Plan

What is your Revenue Goal for the next 90 days _____

Pick 1 Strategic Priority you will focus on in the next 90 days

Which 3 Products/Services will you focus on in the next 90 days?

What 3 Marketing Strategies will you focus on in the next 90 days?

In order for you to achieve these goals over the next 90 days, what action do you need to take? _____

What resource(s) do you need? _____

How will you celebrate reaching your 90 Days Goals? _____