

# Annual Plan

## STRATEGIC OVERVIEW

Following your annual review, you're in a better place to begin creating your strategic overview. Here is where you'll record key details that you'll carry through the rest of your plan and for the entirety of your year. Consider that these things are unlikely to change as they represent your direction of travel.

Your word or theme of the year (a theme or value that encapsulates your intention):

Your overall business aim for the year (The primary objective of your business this year):

Your financial goal (The amount of money you would like to make this year):

## STRATEGIC PRIORITIES

What are your 3 strategic priorities for the year? (Examples might include: Audience Growth, Passive Income, new product creation or Marketing).

1

2

3

# Annual Plan

## GOALS BRAINSTORM

Taking into account your strategic priorities, take some time now to brainstorm goals for your business in 2019 that could sit under each.

STRATEGIC  
PRIORITY #1

POSSIBLE GOALS

# Annual Plan

## GOALS BRAINSTORM

Taking into account your strategic priorities, take some time now to brainstorm goals for your business in 2019 that could sit under each.

STRATEGIC  
PRIORITY #2

POSSIBLE GOALS

# Annual Plan

## GOALS BRAINSTORM

Taking into account your strategic priorities, take some time now to brainstorm goals for your business in 2019 that could sit under each.

STRATEGIC  
PRIORITY #3

POSSIBLE GOALS

# Annual Plan

## FINAL GOALS + SYSTEMS

Every goal needs a system behind it. Once we define our goal and create our system, we want to maintain our focus on the system rather than the goal. See below for examples:

Goal = Get 100 new subscribers.

System = Publish new blog post twice a week.

Goal = Get 10 more clients in 90 days.

System = Contact 10 people a week.

Goal = Have \$3,000 in passive income

System = Create 1 new online course every 60 days.

GOAL

SYSTEM

GOAL

SYSTEM

# Annual Plan

## FINAL GOALS + SYSTEMS

GOAL

SYSTEM

GOAL

SYSTEM

GOAL

SYSTEM

# Annual Plan

## FINAL GOALS + SYSTEMS

GOAL

SYSTEM

GOAL

SYSTEM

GOAL

SYSTEM

# Annual Plan

## FINANCIAL TARGETS

How much would you love to generate in sales in 2019?\*

A

How much have you budgeted to spend on your business in 2019? (include payment fees and taxes)

B

What amount would you like to net in 2019? (A minus B)

C

\*Use the space below (and on the following page) to make notes on how you'll generate the amount of money in sales you've specified above (e.g. Sell 5 x my VIP Coaching package @ \$xx = \$xxxx)



# Annual Plan

## AUDIENCE TARGETS

Use the following spaces to record your audience targets for 2019.

Email Subscribers	<input type="text"/>	Instagram Followers	<input type="text"/>
Facebook Page Likes	<input type="text"/>	Pinterest Followers	<input type="text"/>
Facebook Group Members	<input type="text"/>	LinkedIn Connections	<input type="text"/>
Twitter Followers	<input type="text"/>	YouTube Subscribers	<input type="text"/>
Website Visitors	<input type="text"/>		<input type="text"/>
	<input type="text"/>		<input type="text"/>

Use the space below (and on the following page) to brainstorm what you will do in order to hit these targets? (E.g. Guest posting to get more website visitors or Facebook advertising to get more Page likes)

# Annual Plan

## AUDIENCE TARGETS

