



# THE 12 MONTH OUTLOOK

Get Down. **Get Real.** Get Going.

Ok, it is the moment of truth. The moment you have been waiting for and the moment that defines what the next 12 months will look like. Yes, we're answering the big question -

WHAT IS YOUR SALES GOAL FOR THIS YEAR?

By all means, set the bar high! You are capable of achieving more than you may know. We are still in the planning stages, so this total can change. When we break down the numbers below, we will make sure that this goal is realistic and figure out exactly how we are achieving it.

{ The secret to successful goal-setting is not making "small" goals, but breaking down your ideal goals into manageable, actionable steps. }

## LET'S MAKE THIS HAPPEN

What is your current average sale? \_\_\_\_\_

How many weeks of time off do you want this year? \_\_\_\_\_

TOTAL WEDDINGS PER YEAR	AVERAGE SALE	TOTAL GROSS WEDDING INCOME	TOTAL MISC. INCOME

TOTAL SESSIONS PER WEEK	AVERAGE SALE	TOTAL GROSS SESSION INCOME	TOTAL GROSS INCOME

IS YOUR SALES GOAL REALISTICALLY MANAGEABLE? YES  NO

BUSINESS PLANNING & STRATEGY OUTLINE

# THE SMALL-BIG PICTURE *REMOVED*

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## **GOAL PLANNING & STRATEGY BREAKDOWN**

**Big Goals:** Best for monthly and yearly planning, encourage motivation and perspective.  
**Small Goals:** Best for daily and weekly planning, battling discouragement and overwhelm.

### **ANNUAL PLANNING (BIG PICTURE)**

**YEAR FINANCIAL GOAL:**

**TOTAL WEDDINGS TO BOOK:**

**TOTAL SESSIONS TO BOOK:**

MY ADDITIONAL BIG PICTURE GOALS

[i.e: Get published, improve client management, book destination wedding]

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **THE STRATEGY (SMALL PICTURE)**

*Use a notebook/planner (A.K.A your new business bible) to outline the big-small picture goal planning for your upcoming year. Rewrite the "Annual Perspective" goals you just completed above in your notebook. Then, use the steps below to create your actionable strategy.*

**1. Breakdown the Annual Perspective into a Monthly Perspective.**

What needs to be accomplished each month to achieve the big picture? Figure out how to separate EACH YEARLY GOAL into 12 manageable groups of tasks to accomplish each MONTH. (i.e: if you need 60 sessions per year, then you need to book 5 sessions per month).

**2. Breakdown the Monthly Perspective into a Weekly Perspective.**

What needs to be accomplished each week to achieve the monthly goal? Figure out how to separate EACH MONTHLY GOAL into 4 manageable groups of tasks to accomplish each WEEK. (i.e: if you need 5 sessions per month, then you need to book 1.5 sessions per week).

**3. Breakdown the Weekly Perspective into a Daily Perspective.**

What needs to be accomplished each day to achieve the weekly goal? Figure out how to separate EACH WEEKLY GOAL into 7 manageable groups of tasks to accomplish each DAY. (i.e: if you need 5 sessions per month, then you need to book 1.5 sessions per week).