BUSINESS PLANNING & STRATEGY OUTLINE

BREAKING DOWN THE NUMBERS

Get Down. Get Real. Get Going.

This section will assist you in looking at the numbers (the numbers don't lie). They will tell you how close (or far) you are to your goals, and that information will be invaluable when planning the big and small picture goals. In order to start identifying and building our goals for this year, we have to know what we are working with.

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OK, TIME TO BREAK DOWN YOUR NUMBERS! (and break open a bottle of bubbly? ... it's a judge-free zone) But in all seriousness, this is vital information to know, don't move on until you have done the work!

YEAR IN REVIEW

Past Year Total Sales

Past Year Total Expenses*

Past Year Total Profit

*This number might be more than your total sales if you are just starting out! That is understandable and OK - just always remember to do your best to buy business expenses with cash whenever possible.

THE DETAILS

How many weddings/sessions did you have last year?

What was your average sale? _____

How many hours did you work per week? _____

How much time off did you take? _____

What would you change based on the outcome of last year and the information outlined? What could be perfected in order to improve your professional or personal life?

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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 achiveing 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 RENSED

Get Down. Get Real. Get Going.

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]

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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 Persepective.

What needs to be accomplished each month to achieve the big picture? Figure out how to seperate 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 Persepective.

What needs to be accomplished each week to achieve the monthly goal? Figure out how to seperate 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 Persepective.

What needs to be accomplished each day to achieve the weekly goal? Figure out how to seperate 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).