

Your 2022 Goals



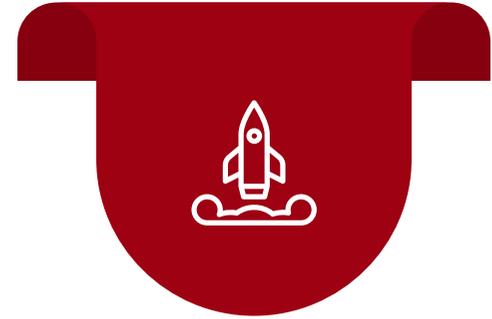
FINANCIAL POSITIONING

- Motivation
- How much do you want to make?
- Realities
- Clear Vision



PLANNING DETAILS

- Doing what you love!
- 5 to 7 lines of income



PREPARING FOR LAUNCH

- Free & Low-Cost Tools
- Marketing Plan
- Build relationships
- Promotions
- Sales!



What is your WHY?

List your top 2 drivers. The "wins" you want to achieve or the feelings that will keep you motivated!

Determine where you stand now and where your business can bring income.

Monthly Expenses:

Home:	
Mortgage	
Insurances	
Groceries	
Utilities	
Other Bills	
Vehicles	
Total	\$
Business:	
Rent	
Payroll	
Insurances	
Office Mgt	
Total	\$

Add more here if needed:

Total: \$ _____

Add more here if needed

Grand Total: \$ _____

This is how much I MUST make per month \$ _____.

This is what I WANT to make per month \$ _____.

This is my profit that I want to make each month \$ _____.



State Your Intentions

State your goal and keep this in front of you each day so you do not get distracted.

What is one HUGE desire you want to purchase with your profit. Or, what is a feeling you want to achieve by gaining profit. Build this information into your guiding statement below:

I will sell \$ _____ in revenue with
\$ _____ profit each month.

By growing my business, I am able to
_____ and I am committed to
doing / feeling _____
by this date _____.



Income Streams

They say we need 5 to 7 income streams so we are not putting all of our eggs into one basket. Many of us have these in place already. I have 2 at this moment. My business and some money in Blockchain. For this exercise, I broke my income STREAMS into categories. From there, I will build a plan for each INCOME STREAM. In my opinion, this is better because I am focused on growing my business. Once this is making a more steady income, I can add more lines. For now, I need to stay focused.

My example is below and guess what....I have worked very hard at removing income areas that no longer make me happy. As part of our Business Growth Support Group..I want this to become your reality too! It feels AMAZING!

Current Types of Income Streams	Do you LOVE, Enjoy, Hate, or Tolerate this area of your business?
Line of income <u> </u> (membership)	LOVE
Line of income <u> </u> (biz growth consulting)	LOVE
Line of income <u> </u> (money in my sleep – online course)	LOVE
Line of income <u> </u> (virtual assistance clients)	LOVE
Line of income <u> </u> (blockchain)	Enjoy



Grow What You Love!

Now that you have several "ways" or lines of income established. It is time to break each area into a goal. You need to know EXACTLY what you need to sell in order to hit your goals.

btw....I never said this work was easy. If it were easy, 80%+ of the businesses would NOT fail. I believe in you.....we've got this!



My example is below

Work Type	# / month/ Sales	@ \$ each
Consulting / Planning / Guiding	3 Units at \$ 2,000	
Women In Connection Memberships 1) Business Growth Support Group 2) Creating 576 Social Media Posts!	20 Units at \$47	
Money in my sleep On-line Courses	49 Units at \$ 149	
Monthly Services	11 Units at \$ 500	
Speaking Engagements / Workshops	1 Unit at \$ 5000	



Very Clear Ideal Client

You must have a person in your mind while creating messages and marketing pathways that will attract them. You need to be able to make it easy for this person to understand exactly how you help them and make it easy for them to give you money.

During our Business Growth Support Group program, we will be pinpointing these so we are all laser-focused on growing our income.

Describe Your Ideal client Below:

Here is my Ideal Client:

Introducing Victoria is a 41-60 years old female , who requires business growth and is the mother of teen or adult kids . For work, she currently has a senior level job and wants to leave or has been in her own business for 2+ years . She understands that she needs to invest money in her business in order to scale and also understand the value of marketing support. She lives in the city. She usually takes a vacation each year and has worked hard to get her business to the level she has created. In her spare time likes to volunteer and read business building and personal growth book.



Action Steps

Your next step is to break each of your revenue goals above into a plan. Since I have specialized in free and low-cost tools since 2009, during our next 12 months of Business Growth Support, I will be sharing how to use these tools to reach your goals. List what tools you will use to reach your ideal clients with your messages.

An example is below for gaining the 20 membership units \$47 each.

Free & Low-Cost Tools	Tasks
<ul style="list-style-type: none">• My FB Group• Other FB Groups• LinkedIn	<ol style="list-style-type: none">1. Women In Connection Membership2. Offer Support Group for \$47 / month for a limited time.3. Post on this page and follow-up when people are interested.4. Share this group at our monthly meetings.5. Join other Women in Business groups and share this opportunity
Video	Create <u>2 minute</u> video which explains the support group.
Website	Make sure this program offer is on my website.
Monthly eNewsletter	Add this offer into my monthly email to my database.
Landing Page	Create landing page which explains the support group benefits and allows for each sign up.
SEO	Search Engine Optimization on my website and FB pages
Social Media Calendar	Use my own system for creating 576 social media posts!



Business Growth Support Group

Women In Connection Membership Support Group can help you all through 2022!

You Receive

- **help** in creating YOUR plan for a strong 2022
- **training** on how to use free and low-cost tools for business growth
- **PR** directly to your ideal clients by posting your business 2 x / month on the WIC page with 2,245 women
- **go lives** each month on the WIC page to promote your business
- **free access** to the monthly networking and speakers
- **business support** as a group, each month, for support
- **leads and referrals** will happen naturally
- **fun, laughter, and camaraderie** while reaching our goals
- **systems and help** in creating 576 social media posts

This is a LOT of goodness for \$47/month. It is because I am putting you into a group and making it affordable. This helps me to feed into my passion for helping women business owners. :)

**This is a \$4980 VALUE FOR REAL.
At this moment, it is \$47 / Month!**

Join the Business Growth Support Group at \$47 / month.

<https://buy.stripe.com/cN29E50Fe46K94Q3ck>

You can quit at any time.

A virtual connection can be available.

You will be with a group of women who want to help you succeed so I doubt if you will want to leave our tribe!



Christine Ann Morse

Business Growth Strategist, **Avid Marketing Alliance**
Marketing & Sales Development

p: 616-581-5876

w: avidmarketingalliance.com e: christine@avidmarketingalliance.com

Creating Visibility For Clients Who Wish To Grow

Let's Connect!

