

How to use this **PLANNER WORKBOOK**

Get Organized Be Creative Be Consistent

LET'S GET STARTED!

This workbook planner is your GO-GUIDE to plan and act on a strategy for your business growth. Use this step by step workbook to identify and create business, product and organizational strategies that drive action in your daily decisions. Work this planner on a weekly, monthly or quarterly basis: this is your coach.

First, in Section 1, define and develop your business strategy. In this section, outline your business strengths and weaknesses, define your goals, identify key customers and suppliers and target important dates.

Next, start identifying your target markets and sales plan in the “**PRODUCT STRATEGY**” section. Develop actions that enhance your product or counter its weaknesses. Use the marketing plan section to define strategies and direct future sales campaigns. Determine how these campaigns are working by charting your sales progress.

All things lead back to your organization. “**THE ORGANIZATION**” leads you through an assessment of the company’s organization section and how it is working. As an owner, take the time to plan for the needs of the future. Employees are your most valuable company asset. Determine who might be the ‘next best thing’ for your organization. Review and plan for the changes you need for the future.

Become pro-active by referencing your business strategies on a **WEEKLY** basis. Define your next steps and commit to due dates. Evaluate your goals and plans throughout the year and modify as needed. Remember, the journey of a thousand miles, begins with a single step.

Congratulations! You have made it to the **YEAR END ROUNDUP**, where you can look back at all you have accomplished and the success you have made! Use this section to review the results of your efforts and plan for the next year!

Work ON Your Business....

Not Just IN Your Business