

KSB Online Marketing

2021

Business Planning

Blueprint



PLAN IT. WRITE IT. DO IT!

hey there fellow biz owner,

Yay! So you've got **big** ideas for this new year... but where in the heck do you start and how can you make sure you stay committed?

Not exciting, and not always pleasant or fun, but you're about to take the most important step in experiencing the life and business you want by *planning* for it.

Following these 6 steps will help you create an actionable blueprint that results in rewards, BIG rewards. Like *beyond your wildest dreams* kind of rewards. Because when you plan, you give yourself a roadmap and set yourself up to succeed!

But I need you to know something before we dive in. This will *not* be quick or easy. In fact, most business owners skip planning even though they know having a plan is crucial to making the money and living the life they want. Because it takes time, effort and creative energy.

What I know for sure is that *doing* these 6 steps is worth it! By evaluating your current situation, getting 100% clear about your vision, and mapping out a totally doable action plan, you'll stay committed to reaching (and even exceeding) your biggest goals.

Because each step requires one to two hours of focused time to complete, I recommend you work on just one step per week. Block out two hours every week and don't let *anything* or *anyone* get in the way of doing the work. This work is important, and results in you having an actionable blueprint that brings your vision to life.

If you get stuck or have questions, message me. I love learning more about business owners like you and offer help along the way.

You're heading for great things my fellow business owner. Here's to you for having the courage to dream big and the discipline to follow through in this new year!

Your biggest fan,

Kelly

Business Planning Overview

step 1

EVALUATE YOUR CURRENT SITUATION

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PROJECT YOUR FUTURE SUCCESS

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CREATE YOUR KICKASS ACTION PLAN

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Step #1: Evaluate Your Current Situation

Are you making the money you need or want? Are you reaching the clients you want to work with? Are you developing systems and processes to streamline your time and effort? Are your services in demand with a specific target audience?

These are just a few of the questions to ask yourself as you evaluate your current situation. Getting clear about where you are can better help you understand what you'll want to include in your vision for the future.

Use the following pages to get clear about where you are right now. Try not to judge yourself. Simply answer the prompts and be open to where the answers lead you.

This can be a very difficult step for business owners who aren't making the money they need or want to or aren't getting the flow of clients they'd like. This step may make you uncomfortable because you have to "see" what's really going on. If this is you, I encourage you to work through this step slowly. Think of yourself as an objective observer who wants to understand the bigger picture.

As you work through this step, you may discover a new idea for a new product or service. Take note of it and give yourself permission to pursue it *after* you complete these steps 1-3. As creators, it's common to use our new ideas to distract us from dealing with the practical side of business.

BUSINESS *Overview*

BUSINESS NAME:

BRIEF DESCRIPTION:

MY BUSINESS CURRENTLY SELLS:

PHYSICAL PRODUCT

DIGITAL PRODUCT

PHYSICAL SERVICE

DIGITAL SERVICE

MY BUSINESS SELLS TO:

AN END CONSUMER

ANOTHER BUSINESS

THE SCOPE OF MY BUSINESS IS:

PRIMARYLY LOCAL

MOSTLY INTERNATIONAL

WHERE MY BUSINESS IS LOCATED:

STOREFRONT

WEBSITE

HOME

CURRENT *Situation*

WHAT PRODUCTS OR SERVICES AM I CURRENTLY OFFERING?

WHAT PRODUCTS/SERVICES ARE SELLING WELL AND WHICH ONES AREN'T WORKING?

DESCRIBE MY CURRENT CLIENTS?

WHERE AND HOW AM I REACHING MY CURRENT CLIENTS?

WHAT MARKETING CHANNELS WORK BEST IN CONVERTING (PAID ADS, FREE CONTENT, REFERRAL, ETC)?

CURRENT *Expenses*

NAME OF EXPENSE	COST	KEEP OR CUT
TOTAL:		

CURRENT Offerings

NAME OF PRODUCT/SERVICE:	PRICE:	OTHER NOTES:
WEBSITE DESIGN	\$2900	BASIC PACKAGE

Product/Service *Evaluation*

PRODUCT/SERVICE:

IS THIS PRODUCT/SERVICE IN DEMAND?

ARE THERE WAYS I CAN ADD MORE VALUE?

WHERE AM I ADVERTISING THIS PRODUCT/SERVICE?

IS THERE A MEASURABLE ROI?

AM I COLLECTING AND USING COMPELLING TESTIMONIALS?

DO MY CURRENT CLIENTS FIND VALUE IN THIS OFFER?

Product/Service *Evaluation*

PRODUCT/SERVICE:

IS THIS PRODUCT/SERVICE IN DEMAND?

ARE THERE WAYS I CAN ADD MORE VALUE?

WHERE AM I ADVERTISING THIS PRODUCT/SERVICE?

IS THERE A MEASURABLE ROI?

AM I COLLECTING AND USING COMPELLING TESTIMONIALS?

DO MY CURRENT CLIENTS FIND VALUE IN THIS OFFER?

Step # 2 : Reflect on Your Big Wins

Did you make more or serve more clients this past year? Did you develop new partnerships that helped drive your business? Did you learn something new that shifted how you do business?

It may seem counterintuitive to reflect on the past to plan your future. But, if you don't take time to reflect on what worked in the past, you may be led down a path of reinventing the wheel instead of building on what already works.

As business owners, we tend to forget to notice our wins and celebrate what went *right* in our lives and businesses.

Take just a few minutes to reflect on this past year. What worked really well? What did you love doing? What did you learn or accomplish this past year that surprised you?

You may find that you enjoyed doing something that fell outside of your typical "scope of work." Or, you may have discovered that you honed a new skill or talent. Or, you may just be proud of yourself for making it through an incredibly challenging year. Whatever it was that worked well for you, take note of it and celebrate those wins.

Use the following pages to revisit what went well and what you're most proud of.

WHAT WENT *Right*

WHAT SUCCESS DID I SEE THIS PAST YEAR?

WHAT DID I GET BETTER AT THAT SURPRISED ME?

WHAT VALUABLE LESSON DID I LEARN THAT WILL HELP ME BE MORE SUCCESSFUL IN THE NEW YEAR?

CELEBRATE *Wins*

WHAT AM I MOST PROUD OF?

WHAT DID I REALLY ENJOY DOING THIS PAST YEAR?

WHAT GAVE ME MORE CONFIDENCE IN LIFE OR IN BUSINESS?

Step # 3: Clarify Your Future *Vision*

What do you *really* want to experience by the end of this new year?
What are you doing at the end of this new year that was just a dream or an idea at the start of the year?

In this step, you'll clarify your vision for your life and your business. You'll notice some questions regarding your brand voice and your business persona. The answers all work together to support you in taking action once you clearly define your vision.

You'll want to work through this step when you can really dive deep, without distractions, and let yourself be carried away by possibilities. Allow yourself to dream big and explore what's really meaningful to you.

If you get stuck or find you're not really sure what you want to experience by the end of this new year, ask yourself the following questions to help you get clear and concise about what you *really* want:
What would you like to be doing by the end of this new year that you aren't able to do right now?

What does a perfect day look like to you?

How are you spending your time?

Who are you spending your time with?

Have fun and let yourself go wild as you clarify your vision. This is *your* life. You get to call the shots. And you have the *power* and the *ability* to experience exactly what you want.

YOUR *Vision*

WHAT WILL I ACHIEVE IN THE NEXT 3-5 YEARS?

WHY ARE THESE GOALS IMPORTANT TO ME?

WHAT DOES REACHING THESE GOALS LOOK LIKE? PAINT A PICTURE OF SUCCESS.

YOUR *Vision*

IN ONE YEAR FROM NOW, WHAT WILL MY LIFE/BIZ LOOK LIKE?

WHO AM I SPENDING TIME WITH AND WHAT AM I DOING?

PAINT A DETAILED PICTURE OF WHAT MY LIFE AND BUSINESS LOOK LIKE ONE YEAR FROM NOW.

FOCUS ON THE FEELINGS AND EXPERIENCES I WANT IN 2021

YOUR *Personna*

HOW DO MY CLIENTS DESCRIBE ME? WHAT WORDS DO THEY USE?

HOW WOULD I DESCRIBE MYSELF? WHAT PERSONALITY TRAITS DO FAMILY OR FRIENDS PRAISE ME FOR?

WHAT ARE MY THREE CORE VALUES?

WHO DO I WANT TO BECOME AND WHY?

WHAT KIND OF PERSON DO I WANT TO BECOME?

YOUR *Positioning*

WHAT MAKES ME UNIQUE?

IF I DON'T KNOW THE ANSWER, I CAN ASK MY FRIENDS AND COLLEAGUES

WHAT DO MY CLIENTS SAY ABOUT WORKING WITH ME?

IF I DON'T KNOW THE ANSWER, I CAN ASK MY CLIENTS.

WHAT SPECIFIC RESULTS HAVE I HELPED MY CLIENTS ACHIEVE?

IF I DON'T HAVE THIS INFORMATION, I CAN ASK MY CLIENTS.

YOUR BIZ *Personna*

HOW WOULD I DESCRIBE MY BUSINESS PERSONA?

USE THIS RESOURCE FOR CREATING YOUR BRAND ARCHETYPE:
[HTTPS://ICONICFOX.COM.AU/BRAND-ARCHETYPES/#HERO](https://iconicfox.com.au/brand-archetypes/#hero)

WHAT TONE OF VOICE DOES MY BUSINESS HAVE OR WOULD I LIKE IT HAVE?

WHAT WORDS OR PHRASES DO I WANT PEOPLE TO ASSOCIATE WITH MY BUSINESS BRAND?

HOW DO MY IDEAL CLIENTS SEE THEMSELVES OR HOW DO THEY WANT TO SEE THEMSELVES)?

CONSIDER MY IDEAL CLIENT AND WHAT'S IMPORTANT TO THEM

VALUE Proposition

WHY WILL CUSTOMERS BUY FROM ME?

HOW IS MY PRODUCT/SERVICE BETTER THAN COMPETITORS?

WHAT MAIN PAIN POINTS AM I SOLVING?

DO I HELP MY CLIENTS SAVE TIME OR MONEY? DO I HELP THEM BE MORE EFFICIENT OR REACH BIGGER GOALS? DO I HELP THEM OVERCOME A MAJOR CHALLENGE OR ISSUE?

MY MOST COMPELLING SELLING POINTS:

1-3 SENTENCES/HEADLINES I WOULD USE IN A FACEBOOK AD THAT SPEAK TO THE PAIN POINTS OF MY CLIENTS AND HOW MY OFFER PROVIDES THE SOLUTION

Step #4: Map Out Your New Offer

Inevitably, once you set a clear vision for your future, a wave of new ideas come rushing in!

With that unexpected wave, you may have felt a rush of excitement or you may have experienced a bit of anxiety or overwhelm. Either is perfectly natural and to be expected when something new begins developing and taking shape in your mind.

This next step will help you map out your new idea, determine if it's needed and/or wanted by a specific audience and what you'll need to make it work.

Take your time and explore this new idea *before* you spend time or money. The best way to predict the success of a new product or service is to validate need or want by asking a specific audience, evaluate the costs to create it, and having a clear picture of what it will take to create and sell it. So although you'll be tempted, don't skip these important steps in this section.

If a new idea didn't take shape for you, don't worry. As a creative and business owner, you can use this pages when a new idea strikes you in the future. Cuz we both know that happens all throughout the year!

NEW OFFER *Concept*

WHAT PRODUCT OR SERVICE DO I WANT TO OFFER?

WHO IS THE IDEAL CLIENT FOR THIS OFFER?

HOW DOES THE OFFER HELP THEM AVOID PAIN OR EXPERIENCE PLEASURE?
HOW WILL GETTING WHAT THEY WANT MAKE THEM FEEL?
HOW WILL THIS OFFER MAKE THEM SEE THEMSELVES IN A NEW LIGHT?

WHAT REAL PROBLEM DOES THIS SOLVE FOR IDEAL CLIENT?

WHO IS ALREADY DELIVERING A SOLUTION TO MY IDEAL CLIENT AND HOW ARE THEY DOING THIS?
WHO CAN I REACH OUT TO AND ASK ABOUT THIS NEW OFFER FROM PEOPLE WHO WOULD BUY IT?

COMPETITOR *Research*

WHO ARE MY TOP (3) COMPETITOTS?

WHAT ARE THEY OFFERING?

WHAT ARE THEIR STRENGTHS AND WEAKNESSES?

STRENGTHS	WEAKNESSES

HOW ARE THEY REACHING THEIR CUSTOMER?

ARE THEY REACHING NEW CUSTOMERS THROUGH ADS, YOUTUBE CONTENT, BLOG POSTS ETC. HOW DID I FIND OUT ABOUT THEM?

WHAT IS MY COMPETITOR CHARGING?

THIS GIVES ME AN IDEA HOW MUCH YOU CAN/SHOULD CHARGE.

New Product/Service *Research*

PRODUCT/SERVICE NAME:

LIST OF FEATURES
CUSTOMERS WANT:

LIST OF FEATURES
COMPETITORS HAVE:

FEATURES COMPETITORS
ARE LACKING:

BRAND NEW
FEATURE IDEAS:

LIST OF FEATURES FOR
MY PRODUCT/SERVICE:

OTHER NOTES
& IDEAS:

New Product/Service *Validation*

PRODUCT/SERVICE NAME:

WHAT ARE MY ASSUMPTIONS REGARDING NEED/WANT:

IS SOMEONE ELSE OFFERING THIS PRODUCT/SERVICE?

WHO IS THE PERFECT CLIENT/CONSUMER?

WHAT QUESTIONS CAN I ASK MY IDEAL CUSTOMERS?

WHAT GROUPS CAN I TAP INTO TO TEST ASSUMPTIONS?

OTHER NOTES & IDEAS

NEW OFFER *Name*

NAME IDEA	IS THE URL AVAILABLE?		HOW MEMORABLE? (SCALE OF 1-10)
MAY CRAFTS CO.	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	

NOTES:

NEW PRODUCT *Pricing*

PRODUCT PRICING CALCULATOR

HOURLY PRODUCTION WAGE*	
UNITS PRODUCED PER HOUR/IN TOTAL**	
TOTAL LABOR COST PER UNIT (HOURLY WAGE X UNITS PRODUCED)	
MATERIALS & PACKAGING COST PER UNIT	
SHIPPING COST PER UNIT	
OTHER COST PER UNIT	
TOTAL UNIT COST (ALL OF THE ABOVE COMBINED)	
PRODUCT MARKUP (FOR 30% PUT 1.3 ETC)	
TOTAL PRODUCT PRICE (TOTAL UNIT COST X MARKUP)	

METHODS OF GETTING PAID:

<input type="checkbox"/>	PAYPAL	<input type="checkbox"/>	CHECK
<input type="checkbox"/>	STRIPE	<input type="checkbox"/>	

* The wage you will pay a contractor/employee or yourself
 ** Either items produced per hour or how many hours it will take to finish one product

NOTES:

NEW SERVICE *Pricing*

SERVICE PRICING CALCULATOR

HOURLY RATE*	
NUMBER OF HOURS TO COMPLETE PROJECT**	
TOTAL LABOR COST PER UNIT (HOURLY WAGE X NUMBER OF CLIENTS)	
MATERIALS COST PER PROJECT	
EXPENSES (SUBSCRIPTIONS TO COMPLETE SERVICE)	
OTHER COSTS	
TOTAL UNIT COST (ALL OF THE ABOVE COMBINED)	
VALUE MARKUP (FOR 30% PUT 1.3 ETC)	
TOTAL SERVICE PRICE (TOTAL COST X MARKUP)	

METHODS OF GETTING PAID:

<input type="checkbox"/>	PAYPAL	<input type="checkbox"/>	CHECK
<input type="checkbox"/>	STRIPE	<input type="checkbox"/>	

* The rate you will pay a contractor/employee or yourself

** Total number of hours it will take to complete project

OTHER NOTES:

WHAT IS *Required*

NEEDS	NICE OR NECESSARY?		OTHER NOTES:
<input type="text"/>	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<hr/>
<input type="text"/>	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<hr/>
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<input type="text"/>	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<hr/>

NEW OFFER

Checklist

GENERAL

- VALIDATE PRODUCT/SERVICE OFFER**
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PRODUCT DEV.

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FINANCIAL

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SALES & MARKETING

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Step #5 : Project Your Future *Success*

If you've made it this far and worked through the four previous steps...
CONGRATULATIONS!!

Here's some GREAT news - you've done the heavy lifting and hardest parts of business planning!

Now it's all about creating a plan so you can bring your vision to life by the end of this new year.

After you complete this step, you'll have a realistic picture of how you'll make the revenue you want by the end of the year.

A few words of caution: Don't project the future based on your past experiences. In other words, don't limit yourself when it comes to projecting the revenue you *want* to make by the end of this new year.

Dream big. Be bold. You totally got this!

FINE TUNING *Offers*

WHAT PRODUCTS OR SERVICES BRING THE HIGHEST RETURN ON DOLLARS AND JOY?

WHERE AND HOW CAN I SHOW UP AS AN AUTHORITY?

WHERE CAN I SERVE MY IDEAL CLIENTS?
HOW CAN I GIVE THEM A TASTE OF WHAT I OFFER?

WHO CAN I PARTNER WITH WHO IS ALREADY WORKING WITH MY IDEAL CLIENTS?

ARE THERE PEOPLE WHO ALREADY SERVE MY IDEAL CLIENTS THAT WOULD BENEFIT BY ALIGNING WITH ME OR MY SERVICES?

HIGH VALUE Offerings

NAME OF PRODUCT/SERVICE:	PRICE:	OTHER NOTES:
EXAMPLE: WEBSITE DESIGN	\$2900	BASIC PACKAGE

Projected Business

Expenses

NAME OF EXPENSE	COST	MONTHLY OR ANNUAL
TOTAL:		

Where & How to *Sell*

WHERE TO SELL PRODUCT ONLINE:

<input type="checkbox"/>	_____	ETSY	_____
<input type="checkbox"/>	_____	AMAZON	_____
<input type="checkbox"/>	_____	EBAY	_____
<input type="checkbox"/>	_____	STRATEGIC PARTNERS	_____

<input type="checkbox"/>	_____	ONLINE RETAILERS	_____
<input type="checkbox"/>	_____	SOCIAL MEDIA	_____
<input type="checkbox"/>	_____	WEBSITE	_____
<input type="checkbox"/>	_____		_____

PHYSICAL PLACES TO SELL PRODUCT:

<input type="checkbox"/>	_____	RETAIL STORE	_____
<input type="checkbox"/>	_____	POP-UP STORE	_____
<input type="checkbox"/>	_____	CRAFT FAIRS & MARKETS	_____
<input type="checkbox"/>	_____	SELL OUT OF HOME/CAR	_____

<input type="checkbox"/>	_____	PARTNER WITH A STORE	_____
<input type="checkbox"/>	_____		_____
<input type="checkbox"/>	_____		_____
<input type="checkbox"/>	_____		_____

PRODUCT SELLING METHODS:

<input type="checkbox"/>	_____	DIRECT TO CUSTOMER	_____
<input type="checkbox"/>	_____	PARTNER WITH DISTRIBUTOR	_____
<input type="checkbox"/>	_____	PARTNER WITH A STORE	_____
<input type="checkbox"/>	_____	PARTNER WITH A NON COMPETITOR	_____

<input type="checkbox"/>	_____	AFFILIATE PROGRAM	_____
<input type="checkbox"/>	_____	REFERRAL PROGRAM	_____
<input type="checkbox"/>	_____		_____
<input type="checkbox"/>	_____		_____

OTHER NOTES:

Where & How to *Sell*

WHERE TO SELL SERVICE ONLINE:

<input type="checkbox"/>	WEBSITE
<input type="checkbox"/>	SOCIAL MEDIA
<input type="checkbox"/>	LINKEDIN
<input type="checkbox"/>	SOCIAL MEDIA GROUPS

<input type="checkbox"/>	VIRTUAL EVENTS
<input type="checkbox"/>	GUEST BLOG OR PODCAST
<input type="checkbox"/>	
<input type="checkbox"/>	

PHYSICAL PLACES TO SELL SERVICE:

<input type="checkbox"/>	SPEAKING EVENTS
<input type="checkbox"/>	COMMUNITY EVENTS
<input type="checkbox"/>	
<input type="checkbox"/>	

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

SERVICE SELLING METHODS:

<input type="checkbox"/>	DIRECT TO CLIENTS
<input type="checkbox"/>	FREE OFFER
<input type="checkbox"/>	AFFILIATE PROGRAM
<input type="checkbox"/>	STRATEGIC PARTNERS

<input type="checkbox"/>	COMPLIMENTARY CONSULTS
<input type="checkbox"/>	REFERRAL PARTNERS
<input type="checkbox"/>	DIGITAL ADVERTISING
<input type="checkbox"/>	

NOTES:

REVENUE *Projections*

MONTH	EST. REVENUE	EXPENSES	PROFIT
JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			
TOTAL:			

BUSINESS *Budget*

MONTH	EST. REVENUE	EXPENSES	PROFIT
JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			
TOTAL:			

Step # 6 : Your Kickass Action Plan

So now that you've mapped out your offerings, revenue and business budget, it's time to create a *kickass* action plan so you stay committed and on track!

I'm going to let you in on a little *secret* first...

You do NOT have to know all of the steps or do the steps you outline perfectly. In other words, you can't mess this up :-).

Of course, creating a plan that includes smart action steps makes taking those actions *a lot easier* and makes the results come *a little quicker*.

But what really matters is that you *take action* (no matter how small) *every day* towards your big goals.

In this step, you'll create a plan by breaking those bigger goals into doable action steps. You do not have to map out *everything*, but it sure helps to define *what* you want to accomplish each month (bigger picture) and then break that bigger goal into smaller steps you can take each week.

The funny thing about planning is when you do it, you don't get derailed by drama, doubt and distractions that seem to surface every damn day. Instead, you'll stay highly focused and engaged in turning your vision into a tangible reality.

ANNUAL *Planning*

BIG PICTURE GOALS FOR EACH MONTH
BEGIN WITH THE END IN MIND

YEAR:

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

MARKETING

Strategy

HOW YOU'LL PROMOTE AND SELL YOUR OFFERS

CHANNEL	MARKETING TACTICS	ONE TIME COST	MONTHLY COST
PAID ADS			
CONTENT MARKETING			
SOCIAL MEDIA			
SEO			
LIVE EVENTS			
	TOTAL COST:		

MARKETING *Plan*

BIG PICTURE MARKETING/SALES OBJECTIVES

YEAR:

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

MONTHLY BIZ *Planning*

BREAKING DOWN BIG PICTURE MARKETING TACTICS INTO SMALLER ACTIONABLE STEPS FOR EACH WEEK OF THE MONTH

MONTH:

WEEK 01

- _____
- _____
- _____
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- _____
- _____

WEEK 02

- _____
- _____
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- _____

WEEK 03

- _____
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- _____

WEEK 04

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

NOTES:

WEEKLY BIZ *Planning*

PLAN THE WEEK AHEAD PRIORITIES TO MAKE CONSISTENT PROGRESS
ON YOUR SMALLER WEEKLY ACTION STEPS

WEEK 01:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY & SUNDAY

NOTES:

WEEKLY BIZ *Planning*

WEEK 02:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY & SUNDAY

NOTES:

WEEKLY BIZ *Planning*

WEEK 03:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY & SUNDAY

NOTES:

WEEKLY BIZ *Planning*

WEEK 04:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

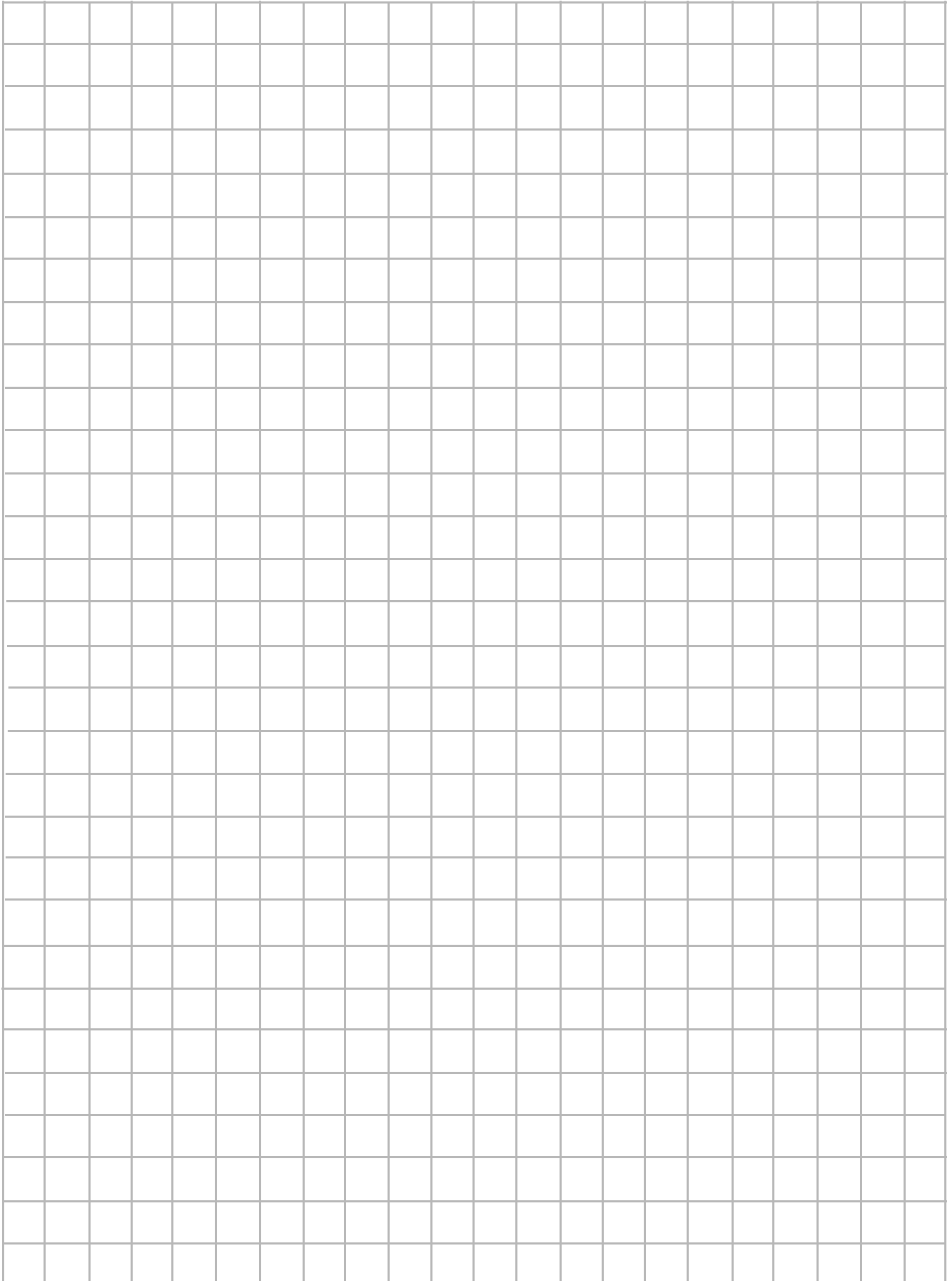
SATURDAY & SUNDAY

NOTES:

Note *Paper*



Note *Paper*



KSB Online Marketing
MORE THAN WORDS

Yay! You just did what most biz owners *never* do.
You got clear on your vision, created a plan and now you're
are on a path to making it happen!

I celebrate YOU and your courage to do this work, take these
steps and plan for your success!!

Thank you for allowing me to be a part of your business
planning journey!

Keep me posted on how you're doing. Shoot me a message or
email me at kelly@ksbonlinemarketing.com

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