



90-Day Planner

The 90-day plan is the cornerstone of the Book Yourself Solid™ System.

Our daily, weekly and monthly activities are dictated by this goal-led practice that keeps us moving forward.

But it is not enough to know that we're moving forward. We must also know that we're moving forward in the right direction. And we only know we're headed in the right direction when we've chosen our destination.

That's what this exercise – and this worksheet – are all about. You get to define your destination and work out precisely how it is you're going to get there.

You don't have to use this document, of course. You might prefer to use a notebook, or a text file, or a piece of software. It's not important *where* you map out your strategy. It's just important that you map it out ...

... and execute it.

“A good plan violently executed now is better than a perfect plan executed next week.”

- George S. Patton

In the space of 90 days there's little time for truly and deeply testing out concepts or target markets or product viability or long-term sustainability. It's a very short period of time. That means that you should stick to your course, barring any unavoidable catastrophes.

Examine your results at the end of 90 days, and *only then* make an informed decision about how you're going to continue. Don't pivot, re-arrange, divert or “transition” until you've got 90 days' worth of data to assess.

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PART ONE: Business Model Goals

Your business model goals are your destination. They are statements of measurable fact.

“90 days from now here’s what the numbers will be.”

The rest of this 90-day plan serves your business model goals. If you find yourself at a loose end one day, or temporarily rudderless and lacking specific direction, go back to this Part One and ask yourself: what do I need to do in order to make those numbers a reality?

All business model goals start with a dollar figure

Step 1: Write down how much revenue you are going to generate in the next 90 days.

There is NO correct number here: there’s only what’s right for you. You can tweak this number as you do the math (Step 2) until you’re happy.

For example:

In the next 90 days I will generate \$15,000 in new business.¹

Step 2: Write down how many *units of inventory* you need to sell in order to hit that figure.

For example:

To do that I’ll need to sell 3 people my \$5,000 service.”

Or “I’ll need to find 15 new customers for my \$1,000 package.”

If you sell by the hour, reconsider that, but if you insist, then work out what your effective hourly rate is and how many hours you’ll need to work to hit your target.

It could be that your products or services don’t exist yet. Don’t worry about that. We can add the development of them in our project plans.

¹ It doesn’t matter whether you choose new business booked or new money in the bank, so long as you’re consistent. I prefer new money in the bank, of course.



Your notes:



PART TWO: Marketing Plans

Marketing is what makes selling easier. Good marketing, done well, leads to people showing up and checking you out. When you've implemented the rest of the *Book Yourself Solid*® system, you'll find that one of the most rewarding parts of running your business – other than serving the people you're meant to serve – is exploring interesting and effective ways of *finding* the people you're meant to serve.

This is marketing.

You might prefer to call it *lead generation*.

All of your marketing goals exist to serve your business model goals in step one. For almost all of us, all of the time, we'll want to focus on *direct response marketing* of some description.

That means we'll be driving the people who get to enjoy our marketing to do something that serves our business (and serves our business goals).

If you look at your business model goal, you'll see that you need to sell a certain number of units to make bank.

So now work backwards. What happens before the sales conversation or offer? What happens before that.

For example:

In order to find 15 new customers for my \$1,000 package, I'm guessing I will need to offer it to at least 30 people for 15 to say yes.

I plan on making the offer at the end of an online presentation.

Therefore my marketing needs to get at least 30 people to attend my online presentation.

That leaves us with the question: what marketing are you going to choose to do to fill 30 seats at your online presentation?

List all of your marketing plans below. Also write WHY you've chosen them.

I need to get four thousand new Facebook fans so that my blog posts get twice the traffic they're currently getting from Facebook. For every 100

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visitors that comes to my site, 1 of them books a private consultation. If I can double my Facebook reach I believe I can double the number of consultations I'm doing.

OR

I need to generate eight new client referrals this quarter because I close referrals at 80% and I only need five new clients to make bank.

Your notes:



PART THREE: Systems Plans

Your business needs space to evolve. By systematizing core pieces of your business, you get scalability (you want this) and leverage (you want this, too.)

Scalability means that you can grow. Now it might not be your current intention to grow. But unless you allow *room for growth* in the future, you may find yourself cramped and suffocated.

Leverage means that you can do more with less of your input. This is important for growth as well, but also important for sustainability.

Implementing systems also reduces the scope for human error and can dramatically speed up delivery and make your back- and front-office operations run much more efficiently.

Look at all the things you need to do more than once in your business. Ask yourself: is there any way that this can be made more efficient by documenting or automating or both?

Documenting every process and system in your business means that you can take vacations. It also means that you don't have to rely on your memory. It also means that if you get sick then there can be continuity if you need an employee or trusted friend to take over.

Do you need to look up how much postage you need to stick on a parcel every time you head to the mailbox? Implement a system that makes getting that information easier.

Automating parts of your business can save years of headaches and give you back enormous chunks of time to concentrate on other things that demand creativity. How are you processing payments? Because there's an app for that. How are you invoicing your own clients? Because there's an app for that. How are you managing your keep-in-touch strategy? (Guess what ... there's an app for that as well.)

The other part of your business that you can systematize is the stuff that you hate to do. Implement a system and hand the system over to a contractor or an employee.

Write down what efficiency, scalability or leverage improvements you can make in the next ninety days:

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Your notes:



PART FOUR: Project Plans

By now you'll have a shopping list or a wish list of things to do over the next 90 days.

This project plan part of our planning puts those ideas into your calendar. Take every bullet point or action point from the previous pages and map out exactly when you're going to get them done and implemented over the next ninety days. This will give you structure to your day and entirely eliminate overwhelm ... so long as you are realistic on the demands it will make of your time.

For example:

Goal: Sell 15 units of my \$1,000 package.

What I need to do that?

Develop \$1,000 package

Develop effective online presentation to sell it

Get at least 30 people to attend my online presentation so I can sell 15 packages.

Project plan:

Day 1: Name and outline package

Day 2: Chose date for presentation, research how to deliver an online presentation. Decide how I'm going to do it.

Day 3: Announce presentation to current audience

Day 4-6: Develop presentation, learn how to "sell from presentations"

Day 7: Check registration numbers. Do I need to do anything else to get 30 people on the presentation?

Day 8-10: Breathing space

Day 11: Deliver presentation.

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Day 12: If I didn't sell any or enough, look at what I need to improve, and repeat process.

Write your own project plans for everything you have decided to achieve over the next 90 days. It might help to number each line from 1 to 90.