

# Planning Your Best Year Ever



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# Planning Your Best Year Ever

As every author owner knows, if you're not having fun and enjoying your work, it's tough to stay motivated. And if you're not feeling motivated, it's nearly impossible to grow.

So many solo-preneurs simply exist, working hard day after day, without ever loving their business, and sometimes even coming to resent the very things you used to enjoy. Or maybe you still look forward to your day-to-day tasks but have trouble achieving your goals—or even knowing what your goals are.

Wherever you are at; whether you're in love with your business today or not, the only sure-fire way to make the next year your best ever is to spend some time reviewing your wins, setting new goals, and planning your strategy for the coming months.

So have fun with the exercises in this action guide as you plan YOUR best year ever!

## Review & Celebrate the Past 12 Months

Before you can look forward, spend some time looking back. As one vintage ad proclaims, "You've come a long way, baby!" It's time to celebrate! You have very likely accomplished a lot in the past 12 months, even if some days it doesn't feel like it.

Think back on how you started the past year, and make a list of how you've grown and improved and what you've accomplished. Keep the following life and business areas in mind as you make your list of accomplishments:

- Reputation
- Audience Reach
- Business Relationships
- Business Success
- Business Vision
- Charity & Volunteer Work
- Family & Friends
- Financial
- Spirituality

How I've grown and improved in the past year: \_\_\_\_\_

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What I've accomplished in my personal life in the past year: \_\_\_\_\_

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What I've accomplished as an author in the past year: \_\_\_\_\_

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What I've accomplished in my business in the past year: \_\_\_\_\_

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What I've accomplished in my community in the past year: \_\_\_\_\_

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# Keep Track of Your Accomplishments, Challenges and Yeahs!

## Create a Business Diary or Journal

As we enter the new year, set yourself up so you can easily track your activity and your results. Create a business diary. This can be as simple as a Google calendar or a spiral notebook or a notebook in Evernote.

Spend a minute or two at the end of every day and jot down anything you might want to remember in the future. For example, you might make a note about being published in the Huffington Post, or getting re-tweeted by a leader in your field, or that you learned a new marketing strategy or completed a chapter of your new book.

## Document What Did Not Work Well

Record your challenges and miscalculations as well as your successes. Challenges and mistakes help make us stronger, more aware, and more successful.

## Create a “Yay Me” File.

Here is where you’ll record good things you want to keep track of such as: glowing emails from clients, exceptional reviews, and even particularly flattering photos, that you’d like to pull out whenever you want to smile or need a pick-me-up.

There are lots of ways to build this file, so feel free to get creative. You can create a fun scrapbook with plenty of color. This will lift your spirits every time you see it. Or, you may want to simply file these into a folder on your computer or your email inbox. Of course, printing things off so you have a visual at your fingertips, is most powerful.

## Understanding Your ‘Why’

Before you can set goals or achieve anything in your business or your life, you have to understand what really drives you. What is it that truly gets you up in the morning when all you want to do is roll over and go back to sleep? What forces you to pick up the phone to call yet another potential client? What keeps you going, even when you want to give up?

Your “why” is personal. It’s yours alone, and no two why’s are exactly alike. More importantly, there’s no right or wrong “why.”

Perhaps you already know what your why is. Maybe you want to help single moms make a better life for themselves. Maybe you want to earn enough money to retire at 50 and travel the world. You might want to start a cat rescue clinic, spend more time with your kids or grandkids, or go on a trip to Africa. Or maybe you want to build your business and provide your family with what they truly desire.

Once you know what drives you, every decision becomes easier, so before you start setting goals for next year, let’s spend some time thinking about why you do what you do.

**Answer the following questions:**

*If money and time were of no concern, what would I do with my days?*

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*Looking back at my past year, what events or accomplishments made my heart light up? \_\_\_\_\_*

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*If I lost everything tomorrow, what would I most miss? \_\_\_\_\_*

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*If I could trade lives with anyone, who would it be and why? \_\_\_\_\_*

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## Your Business Vision

You became an author and/or started your business with a vision in mind. You probably daydreamed about what it would look like as you sat in your day-job office waiting for the clock to tell you it was finally time to go home. Maybe you fantasized about how it would be to work from home as you scraped ice off your car in preparation for yet another cold commute in bumper-to-bumper traffic.

What did it look like, this dream business of yours? How did your ideal days roll out? Where did you spend your down time?

Chances are your vision has changed, but you very likely still have a dream of what you want your business—and your life—to look like.

**Write out (in as much detail as you can) your short and long-term business and life vision.**

**My 1 Year Vision:** \_\_\_\_\_  
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**My 5 Year Vision:** \_\_\_\_\_  
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**My 10 Year Vision:** \_\_\_\_\_  
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# Goal Setting

Now that you know what you want your business and your life to look like, and more importantly, **why**, it's time to set some goals to help you get there.

When setting your goals, keep the S.M.A.R.T. model in mind. Goals should be:

- **S**pecific
- **M**easureable
- **A**chievable
- **R**esults focused
- **T**ime-bound

For example, you might set a goal to earn \$200,000 (specific, measureable and results focused) in 2016 (time-bound). If your earnings in 2015 were \$150,000, then your goal certainly meets the achievable requirement as well, making this a good (SMART) goal.

While “smart” goals are safe and expected, there’s something to be said for dreaming big, too. What if you took your “smart” goal of adding \$50,000 to your income, and followed Grant Cardone’s advice and multiplied that by 10?

In ***“The 10X Rule: The Only Difference Between Success and Failure”*** Cardone makes the case that the only way to really achieve greatness is to dream bigger and push yourself further by setting goals that others might consider unreasonable.

Try setting at least one goal in each of these areas, and don’t be afraid to take your initial goal and multiply it by 10:

## ***Family & Relationships***

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**Financial Goals:** \_\_\_\_\_

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**Spiritual Goals:** \_\_\_\_\_

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**Charity & Volunteer Work Goals:** \_\_\_\_\_

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**Business Growth Goals:** \_\_\_\_\_

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## Create Do-Able Tasks

Reaching your goals won't just happen. You have to put in the work in order to achieve new heights.

You've already broken your goals down into monthly and weekly milestones, so now it's time to plan the tasks to reach those milestones. For example, if you set a goal of adding 100 people to your mailing list each week, and you know that your landing page converts at 20%, then you need to drive 500 new people to your page. You might do that by running paid Facebook ads, sharing your URL on Twitter and LinkedIn, or participate as a guest speaker on teleseminars. (In each case, you'll need to test and track to ensure you're making strides to reach your goals.)

WEEKLY GOAL	TASK TO ACHIEVE	TASK TO ACHIEVE

## Accountability & Support

In addition to your list of goals and action steps, you will benefit by finding ways to access additional support and accountability

- Who will keep you motivated when you get stuck or want to give up?
- Who will help you with various aspects of your business that you've been wanting to develop (build a new website, grow your list, edit your new book, etc.)?
- Who will share ideas and perspectives with you to help you to stretch and grow?

We all need a solid support system. These support people can include:

- Your spouse or significant other
- Your business partner (if you have one)
- Your mastermind group
- Your accountability partner
- Your business and/or life coach

Which of these do you currently have? Which do you need? What roles will they fill in your goal setting and business growth?

PERSON	ROLE

## Move in the Direction of Your Dreams

The goals and task lists you've created are only the beginning. You'll continue to add to them as new ideas and experiences come to mind.

So don't look at any of these as a part of a MUST do list. Look at them as a CAN do list instead. Here's the really important thing, though: Do something every day. Pick one thing that will move you closer toward your goals each and every day, and once per quarter—revisit your goals and your vision and ask yourself, "Is this still what I really want from life?" Then map out your plans accordingly.

## Take Your Planning and Goal Setting to the Next Level

The best way to get where you want to go is to set goals and track your activity and results. After years of looking for the "perfect planner" D'vorah Lansky, M.Ed. decided to design her own. For two decades D'vorah has used the concept of a 90-day power plan, to run her business. You can pretty much accomplish anything in 90 days, with focus, determination and accountability.

With this in mind, she designed the 90 Day Power Plan guide and planner. Over the course of 90 days you'll develop success habits as you map out your goals and dreams, create a focused action plan and track your activity and results.

### To get your copy of the 90 Day Power Plan

Go to: [www.ShareYourBrilliance.com/powerplan](http://www.ShareYourBrilliance.com/powerplan)

