



VISIT OUR WEBSITE:
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You can email us at
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VISION (PERSONAL)

It is _____ years from now and my
personal life looks like _____

I live in _____

My house looks like _____

I drive a _____

I take _____ holidays a year.

I have been to _____

I work _____ per week.

My annual wage is \$ _____

VISION

It is ____ years from now and my company is _____

My company has _____ employees.

Our annual turnover is _____

I pay myself a wage of \$ _____

I work _____ days per week.

I sell _____ (how many) products or

I completed _____ (number) jobs.

I have an office/shop in _____

I receive _____ enquiry/leads a month.

I convert _____ (%) of those leads into sales.



TURNOVER GOAL

In **1** year I want to turnover \$_____ per year.

How do I achieve this goal?

How many customers do I need: _____.

How much does the average sale price need to be? _____

What are my yearly overheads? _____

How much can I pay myself with this turnover? _____

In **2** years I want to turnover \$_____ per year.

How do I achieve this goal?

How many customers do I need: _____.

How much does the average sale price need to be? _____

What are my yearly overheads? _____

How much can I pay myself with this turnover? _____

In **3** years I want to turnover \$_____ per year.

How do I achieve this goal?

How many customers do I need: _____.

How much does the average sale price need to be? _____

What are my yearly overheads? _____

How much can I pay myself with this turnover? _____

AVATAR

My Ideal Client

Name: _____

Age: _____

Gender: _____

Nationality: _____

Marital Status: _____

Where do they live? _____

Occupation: _____

Likes: _____

Dislikes: _____

What keeps them awake at night?
(ie problems) _____

What is the solution to their problem?

Their goals _____

What is their annual income? \$ _____

What are their interests? _____

Where do they look for their information?
(ie google, facebook, etc.) _____

CURRENT MARKETING STRATEGY

How much do you want to spend on marketing per week? \$_____

How many leads do you want to receive per week? _____

How many do you need to convert into sales? _____

Do you have a Facebook page? (Y / N)

Do you have a Business Facebook page. (Y / N)

Do you have a Instagram account? (Y / N)

Do you have a Business Instagram account ? (Y ? N)

Do you have a Linkedin? (Y / N)

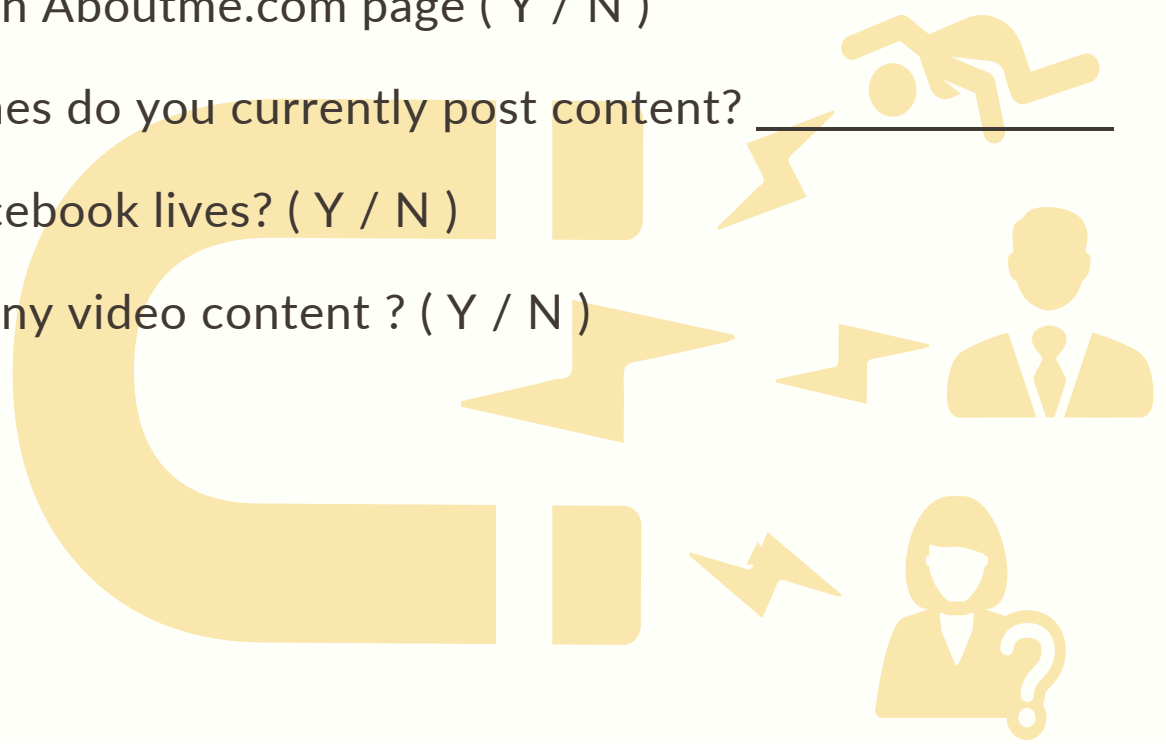
Do you have a Google account? (Y / N)

Do you have an Aboutme.com page (Y / N)

How many times do you currently post content? _____

Do you do Facebook lives? (Y / N)

Do you have any video content ? (Y / N)



30 DAY ACTION PLAN



Complete Your VISION



**Complete Your
TURN OVER GOAL**



Complete Your AVATAR



**Complete your
CURRENT MARKETING
STRATEGY**

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