

The Inner Circle

Member Exclusive Training Workbook

Roadmap to Success

The Guided Workbook to Creating an Awesome Year



Learn



Examine



Integrate



Execute

The Inner Circle

Step 1



Learn

Listen to the corresponding Inner Circle Training: Failure to Plan is Planning to Fail. You can find this training session at www.evolveyourweddingbusiness.com/roadmap

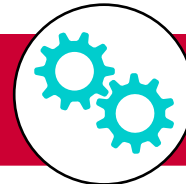
Step 2



Examine

Get rid of any distractions & review the content provided in your workbook as you listen to the training session.

Step 3



Integrate

Complete the exercises in this workbook to internalize the information and determine how you are going to integrate what you've learned into your business.

Step 4



Execute

Follow the steps on the Action Steps Checklist to put what you've learned in action in your business. Learning new things is great, but learning & taking action on those things is much better.

Step 2



Examine

Failure To Plan Is Planning To Fail

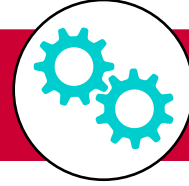
Planning & goal setting are activities that most people reserve for December or even January, but if you don't start thinking about it now, you're more likely to not do it at all. That's bad for you and your business because you can't reach your goals without knowing what they are and how you'll reach them. I want you to have the best year ever in your business next year so I've got some questions for you to start asking yourself now.



The goal of this exercise is to create a road-map to follow, not a rigid plan because things change and your priorities may change. Small-business owners break almost 90 percent of their New Year's resolutions with two months. There are many reasons why we break our resolutions but some of the big ones are:

- They're too vague like "Lose weight" or "Make more money"
- They're too rigid like "Run 5 miles every day" What happens if you get sick? Do you just call it quits?
- They aren't based on something that you actually care about or that really matters. The most important part of planning is act of thinking things through and planning, not the plan itself (although that certainly is helpful)

Step 3



Integrate

Review:

In order to plan for next year, we need to look back at last year. Looking back on the past year:

What did you accomplish this year?

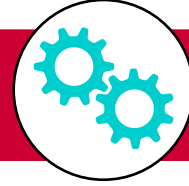
What did you want to accomplish this year but didn't? Why not?

What did you learn about yourself, your business and your market (your customers)?

What were your biggest frustrations?

What can you do to avoid those frustrations next year?

Step 3



Integrate

Money:

What was your revenue this year?

How many weddings/clients/sales did you have?

What is your average sale worth? *(To figure this out, take your total revenue and divide by the number of clients you had)*

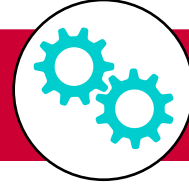
What were your expenses this year?

Were all of these expenses worth it? *(I do this by listing out my expenses & reviewing what I actually got out of each of them)*

What was your profit this year?

What did you pay yourself?

Step 3



Integrate

Marketing:

What marketing activities did you do this year?

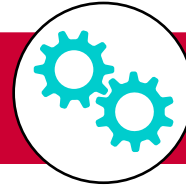
Which of these marketing activities have been most effective to attract new clients this past year?

Which of these marketing activities will you continue to use?

Which marketing activities will you stop doing?

What new marketing activities will you begin doing in the next year?

Step 3



Integrate

Goals:

Looking ahead to next year:

Setting goals the right way drastically increases your ability to teach them. The best way to do this is by setting SMART goals that are actionable. SMART goals are specific, measurable, actionable, relevant and timely. Let me give you an example so that you can see exactly how this works.

Vague Goal: I will book more weddings.

Specific: (What exactly do you want to accomplish? The more detail, the better.)

Ex: I will to book 40 weddings this year which is a 20% increase on last year.

Measurable: (How will you know how you're progressing toward your goal?)

Ex: I get most of my bookings in the winter and autumn months so my target for January, February, March, September, October, November and December is 6 bookings per month. I'll keep track monthly and focus on the cumulative goal since things change month to month.

Achievable: (Do you have the resources you need to achieve this goal? If not, how and where will you get them?)

Ex: I need to work on improving the number of enquiries I get from my website so I'm going to sign up for Heidi's Book More Weddings Academy ;)

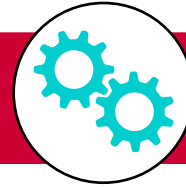
Relevant: (What will achieving this goal mean for you/your business? Why is it important?)

Ex: Booking 40 weddings this year means I will reach my target revenue of \$60,000.

Timely: (Set yourself a deadline for this goal)

Ex: I will reach this goal by the end of December 2015.

Step 3



Integrate

Goals cont:

Let's put it all together:

I will to book 40 weddings this year which is a 20% increase on last year. I get most of my bookings in the winter and autumn months so my target for January, February, March, September, October, November and December is 6 bookings per month. I'll keep track monthly and focus on the cumulative goal since things change month to month. I need to work on improving the number of enquiries I get from my web-site so I'm going to sign up for Heidi's Book More Weddings Academy ;) Booking 40 weddings this year means I will reach my target revenue of \$60,000. I will reach this goal by the end of December 2015.

What do you want to achieve in your business next year? What are you big business SMART goals? (You don't have to have 5 but don't set more because it'll become overwhelming)

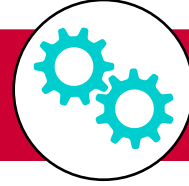
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How much money do you want to make next year?

How much do you want to pay yourself next year?

What changes will you need to make to achieve that goal?

Step 3



Integrate

Goals cont:

What do you need to learn to achieve your goals?

What help will you need?

How often are you going to check in on your progress? (I find it really helpful to set aside a "CEO Day" to review & plan)

What metrics will you measure? (This will depend on your goals but might include enquiries, bookings, website traffic, etc. The goal is to have numbers attached to your goals because that makes them trackable.)

Step 4



Execute



Planning The Next Year:

What will you do each month to move you closer to your goals? (Get specific!)

January

February

March

April

May

June

July

August

September

October

November

December

Step 4



Execute



Action Steps Checklist:

- ☐ Complete review of past year's goal accomplishments
- ☐ Complete review of past year's money goals accomplishments
- ☐ Complete review of past year marketing efforts
- ☐ Make clear and specific SMART business goals for upcoming year
- ☐ Determine what is necessary to achieve those goals
- ☐ Establish metrics to measure your progress through the year
- ☐ Plan out monthly steps towards those goals
- ☐ Seek out help required to put action in those steps

Overwhelmed? Need assistance crafting your plan or help putting it into action?

My ***Done-For-You Marketing Plan*** is a 1 day super session designed to get your entire marketing plan done in a single day so that you can just follow it and watch the bookings roll in. **Click to Book A Session Now!**
<http://evolveyourweddingbusiness.com/doneforyoumarketingplan/>