

Blueprint for Success

While buildings are built from the bottom up, *they are designed from the top down.*

Before you can determine the length, width and depth of the foundation, you must first determine the size and weight of the structure it must support.

What does your structure look like?

How much business will you do in 2010? -----\$_____

How much business do you want to do?

To what number can you commit to do whatever it takes?]

From where will that business come?

2010 Income Projection Breakdown by Profit Center or Product

_____	\$
_____	\$
_____	\$
_____	\$
_____	\$
_____	\$

How will that income be distributed through the year?

Quarterly Projections:	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
_____	\$_____	\$_____	\$_____	\$_____
_____	\$_____	\$_____	\$_____	\$_____
_____	\$_____	\$_____	\$_____	\$_____
_____	\$_____	\$_____	\$_____	\$_____
_____	\$_____	\$_____	\$_____	\$_____

How Strong is Your Foundation?

Percentage of Business

<i>Prospecting Activities:</i>	<i>Which Will Result</i>	<i>\$ Value</i>
Referrals from Clients	_____	_____
Referrals from Network Group Contacts	_____	_____
Direct Mail (Lead Gen., etc.)	_____	_____
Chamber of Commerce Activities	_____	_____
Association Talks (Other Free Talks)	_____	_____
Cold Calls	_____	_____
Other _____	_____	_____
_____	_____	_____
_____	_____	_____

Cookbook Activities

*Weekly Goal**Monthly Goal*

Initial Contacts as a Result of:

Cold Calls - Phone	_____	Association Talk	_____
Walk-ins	_____	Networking Activity	_____
Direct Mail Follow-up	_____	Referrals	_____
Other _____	_____	Other _____	_____

Appointments:

First Call	_____	Certification Sales Call	_____
Closing Call	_____	Company Free Talk	_____
Other _____	_____	Referral Meeting	_____
_____	_____	Other _____	_____

Referrals Generated From:

Current Clients	_____	Network Group	_____
Prospects	_____	Business Associates	_____
Other _____	_____	Other _____	_____
_____	_____	_____	_____

Cookbook Activities Tracking

Name: _____

Week Ending: _____

NEW CLIENTS	# of Attempts or Dials	# of Conversations	# of Appointments Made	# of Appointments Held	# of Closes	\$ of Sales	# of Networking Meetings
Weekly Objective							
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Actual Total							

EXISTING CLIENTS	# of conversations (Phone coaching) held	# of Appointments (Face to face coaching held)	# of Appointments (Revenue) HELD	# of REFERRALS	\$ of Sales	Referrals
Weekly Objective						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Actual Total						

When a construction crew begins to excavate, preparing the ground for the foundation, they invariably run up against some obstacle that hinders their progress. Sometimes, the obstruction is leftover debris from previous construction that must be cleared away. Sometimes, they unearth a giant bolder that must be blasted away before they can continue.

What “debris” (head trash) must you clear away before you can begin to build your structure?

Are there any boulders (real obstacles) which must be “blasted” away?

From whom do you need help?

When will you ask for it?

Business goals, meticulously detailed with the necessary activities specifically defined, are little more than words and numbers on pieces of paper if you can’t, don’t or won’t implement the plan. Putting the plan into action is an ongoing activity. You must be working on your plan every day. The challenge is to stay focused on your goals and not get bogged down with little details or become completely side-tracked by the inevitable roadblocks you encounter.

Making a little progress daily earns you compound interest throughout the year. All

business activities should be done for a purpose--to reach your goals. The acid test is to ask yourself, "Is what I am about to do or commit to going to take me closer to or farther away from my goals?"

Take some time to review the following business planning survey questions. Honest and thoughtful answers will provide significant insight to your business growth--how you got to where you are and where you will be in the future.

1. How much time each week/day do you invest building/developing/honing your:
 - a. Selling Skills?

 - b. Business/Management/Financial Skills?

2. Do your "Business Leadership" goals conflict with your "Salesperson" goals?
 - a. Have you checked for balance and conflict?

 - b. How do you resolve such conflicts if they exist?

3. What do you put more emphasis on:
 - a. What you want?

 - b. What the business needs?

4. As you build your business and hire additional people, are you hiring them to do:
 - a. What you *don't do well or don't know how to do*?

- b. What you don't want to do?*

- 5. Do you have a clear picture of what your "mature" company will look like five or ten years in the future?

- 6. Have you defined the activities and behaviors of your "mature" company?

- 7. Is your company acting and behaving that way today or are you waiting for "someday?"

- 8. How much time do you devote each day to:
 - a. Building you business?

 - b. Doing business?

 - c. What is the difference?

- 9. Do you focus more on:
 - a. How your business must work?

 - b. The work your business must do?

10. Do you focus more on:

- a. How to produce *results for your clients*?
- b. How to produce *income for you*?
- c. What is the relationship between the two?

11. Are your day-to-day activities driven more by:

- a. Your vision for the future?
- b. What did or didn't happen the day before?

12. Do you have a clear picture of you customers and do you ask yourself:

- a. How can I *serve* them?
- b. How can I *sell* them?

Sum up your observations/revelations/insights from the above questions:

What actions must you take in order to finish 2010 strong?