

JANUARY 2020

DIGITAL WORKBOOK

Free Online “Get-It-Done-Now” Workshop

The 6-Step Process for Decreasing Overwhelm and Increasing Profit

For the canine professional who wants to start the New Year with more clarity, focus and purpose.

**BUSINESS
PLANNING
WORKSHOP**

ERICA C. BOLING, PHD
Northeast K9 Conditioning, LLC
info@northeastk9conditioning.com
www.northeastk9conditioning.com

GETTING STARTED: LET THE PAST INFORM YOUR FUTURE

My friend and mentor, Jane Deuber, introduced me to a 6-step process for business planning that can help you plan your best year ever. This is a proven, step-by-step process that has been successfully used by hundreds of people who have worked with Jane over the years. This process has also played a very large role in my own success!

Because this process is so powerful and effective, I asked Jane if I could share it with you. She said yes!

I'll walk you through each step in my upcoming online workshop titled, "The 6-Step Process for Decreasing Overwhelm and Increasing Profit." To make the most out of our time together, I wanted to start now with Step #1: Let the Past Inform Your Future.

This step includes one of my favorite activities that I do when planning. It's called the "Rearview Mirror Exercise" and consists of 10 power questions that provide clues as to what's important to you and what you should be focusing on in the upcoming year.

The idea here is to reflect upon the past year without judgement so that you can take what you learn from the past and use it to inform your future. EVERY SINGLE TIME I do this activity, I get so much clarity about what I do and do not want in the upcoming year. I gain new insights and become more enlightened about what really matters to me.

So take a few minutes before we meet to answer the questions. When you are done, reflect upon common themes that you see across your responses. What stands out? What do you truly value? What are the non-negotiables when it comes to having the business you always wanted? Bring your answers with you when we meet, and I'll show you how this 6-step process can give you a clear path for decreasing overwhelm and increasing profit for your business!

See you soon!!!

-Erica





STEP 1:

REARVIEW MIRROR EXERCISE

What went well?

- 1) What are you most proud of accomplishing last year? (Select 5 or more)

- 2) What projects, campaigns, promotions or events brought you the most joy?

- 3) What projects, campaigns, promotions or events brought you the biggest results?

- 4) What 3 key business relationships did you nurture this past year that you can benefit from in the coming year?

- 5) Where did the money flow from easily and without a lot of stress and effort?

STEP 1:

REARVIEW MIRROR EXERCISE

What didn't go so well?

- 1) What projects or promotions didn't turn out as planned and why?

- 2) Were there decision that were made or projects taken on that, in hindsight, you would have done differently?

- 3) If you had a "do-over card," what would you have done differently last year?

- 4) What do you wish you had done **more** of last year?

- 5) What do you wish you had done **less** of last year?

STEP 1:

WHAT'S IMPORTANT TO YOU?

Assertions

How I will do this

--	--

STEP 2:

CRAFT A VISION FOR YOUR BEST YEAR EVER

Tips

- What do I want more of in the coming year? What do I want less of?
- What do I want to start that's new and exciting?

Think about the big achievements you want to be celebrating 6 -12 months from now. Envision the lifestyle you want and the people who will be in it. Consider new programs, skills and collaborations too! (Don't forget to reflect on Step #1 and things that are most important to you!!!)

STEP 2:

CRAFT A VISION FOR YOUR BEST YEAR EVER

Your vision continued...

- 1) If you had the support/knowledge, would it be fun?
- 2) Will it give you the opportunity to grow?
- 3) Is it aligned with your core values?
- 4) Will it move you towards your vision?
- 5) Is the possible gain worth the energy and effort?
- 6) Could you execute it without it depleting your spirit?
- 7) Is the energy around it expansive or constructive?



STEP 3:

DEVELOP YOUR MASTER LIST OF PROJECTS

Primary Business Goal:

Priority Project 1:

Priority Project 2:

Program Development

Program Launch (sales/marketing)

STEP 3:

DEVELOP YOUR MASTER LIST OF PROJECTS

Collaboration Tasks

Promotions

Events

Other

STEP 5:

MAP OUT YOUR YEAR INTO QUARTERS

Q1 (JAN-FEB-MARCH)

Q2 (APRIL-MAY-JUNE)

Q3 (JULY-AUG-SEPT)

Q4 (OCT-NOV-DEC)



STEP 6:

90-DAY "FREEDOM PLAN"

JANUARY

FEBRUARY

MARCH

WANT ADDITIONAL SUPPORT?



Check out our Online Canine Business Mastermind Program!

www.NortheastK9Conditioning.com