**2020 Planning Workshop**

The goal of the planning workshop is to evaluate how the current year went and to set goals for the upcoming year. When you evaluate the current year based on what went well and what needs to be improved in each of the 5+1 components of your business you can get specific when it comes to planning out your upcoming year.

What I want you to do is to take about 2-3 hours over the next 2 days and set that time aside, maybe go to a coffee shop or your favorite restaurant to do this planning exercise. Try not to stay in your current environment. I want you to hold a meeting with yourself and then if you have a team you’ll be better prepared to communicate the vision and plan for the upcoming year.

By the time you’re done with this planning meeting you should have the following outlined:

* Annual revenue goal
* Annual revenue goal broken down by program/service offering (if applicable)
* Divide revenue goal by the price of your program so you can determine how many clients you need to acquire to hit that goal
* Rankings for each of the 5+1 components that make up your business
* Brainstorm of what you \*could\* do to improve each component
* A Q1 action plan based on the 5+1 component rankings
* A fluid list of the launches, sales promo’s and offers you want to have over the year with dates for each

I don’t advise that you plan out all 4 quarters because Q2, 3 and 4 will be planned out based on how the previous quarter went. You’ll need to be constantly pivoting and adjusting your plan based on the current numbers so it’s a waste of time to intricately plan out the entire year in advance, in my opinion.

Things to take into consideration when planning:

* Where you are in your business journey
* The season of life you are in
* Any big personal events happening
* Your brain focused time

Remember that this planning workshop gives you a framework that you should make your own. I’m guiding you based on what we do in my company so that you have a basic structure. You do not need to follow it to a T.

Take this seriously. If you take this seriously and spend time on it, you \*should\* feel much more focused and more in control of where you spend your time.

If you’d like to speed up the process of creating and implementing any of the 5+1 components and would like to learn more about the 10K Success System and how we can support [you click here to schedule a call with us.](https://thewbh.com/breakthrough)

**The 5+1 Components Of A Profitable Business**

+1: Ideal Client Profile

1: Client Attraction

2: Nurture

3: Program Offer (sales)

4: Program Delivery & Client Success

5: Reselling

For each of the 5+1 components do the following:

Rate the strength of the component out of 5 (1 = weak and 5 = strong)

Describe what you are currently doing for each component.

What could you do to improve?

What will you do to improve?

Then focus on fixing the big bleeders first.