



2017 Business Plan

Decide What You Want for 2017 ~ Be Clear

Income \$ _____

New Projects: 1. _____ 2. _____

3. _____ 4. _____ 5. _____

6. _____ 7. _____ 8. _____

9. _____ 10. _____

(ie. Write book; start newsletter; speaking; classes/groups; website; blogging; social media; networking, BNI, Chamber of Commerce; referral program; create downloadable audios, etc.)

How Many Client's Will You Need to Reach Your Income Goal for Client's?

What Do You Charge Per Session/Program: _____

Do some money math, for example, Income Goal \$5,000/month. 8 session package \$1,100 = 4.5 new clients per month. Client base of 9-10.

Other Forms of Income:

Meditation Group: \$149/person 8 week program, 8-10 participants = \$1,192.

Saturday All Day Hypnosis Workshop \$79.00, 10-12 participants \$790-\$948.

Certification Programs: ?

Products and Books: \$500.00

How will you find clients?

Advertising; Social Media; Speaking; Chamber/BNI groups; Classes; Newsletter; Website; Referrals; Other: _____

How many FREE consults will you need to do? What is your closing percentage/ratio? _____

Reflect and Review ~ 2016

Income Goal for 2016 was \$ _____

What did you intend? _____

What did you accomplish? _____

Where did you fall short? _____

What can you carry over into 2017? _____

What are you proud of? _____

Where can you improve? _____

IS There a pattern? Y/N Is There a Belief That Keeps You Stuck? _____

What will you get done each month? Set Your Plan and Work It!

January: _____

February: _____

March: _____

April: _____

May: _____

June: _____

July: _____

August: _____

September: _____

October: _____

November: _____

December: _____