



SEAN WILLARD
HAVE A LIFE ATTACK

ACTION PLAN
VISION BOARD
WORKSHOP

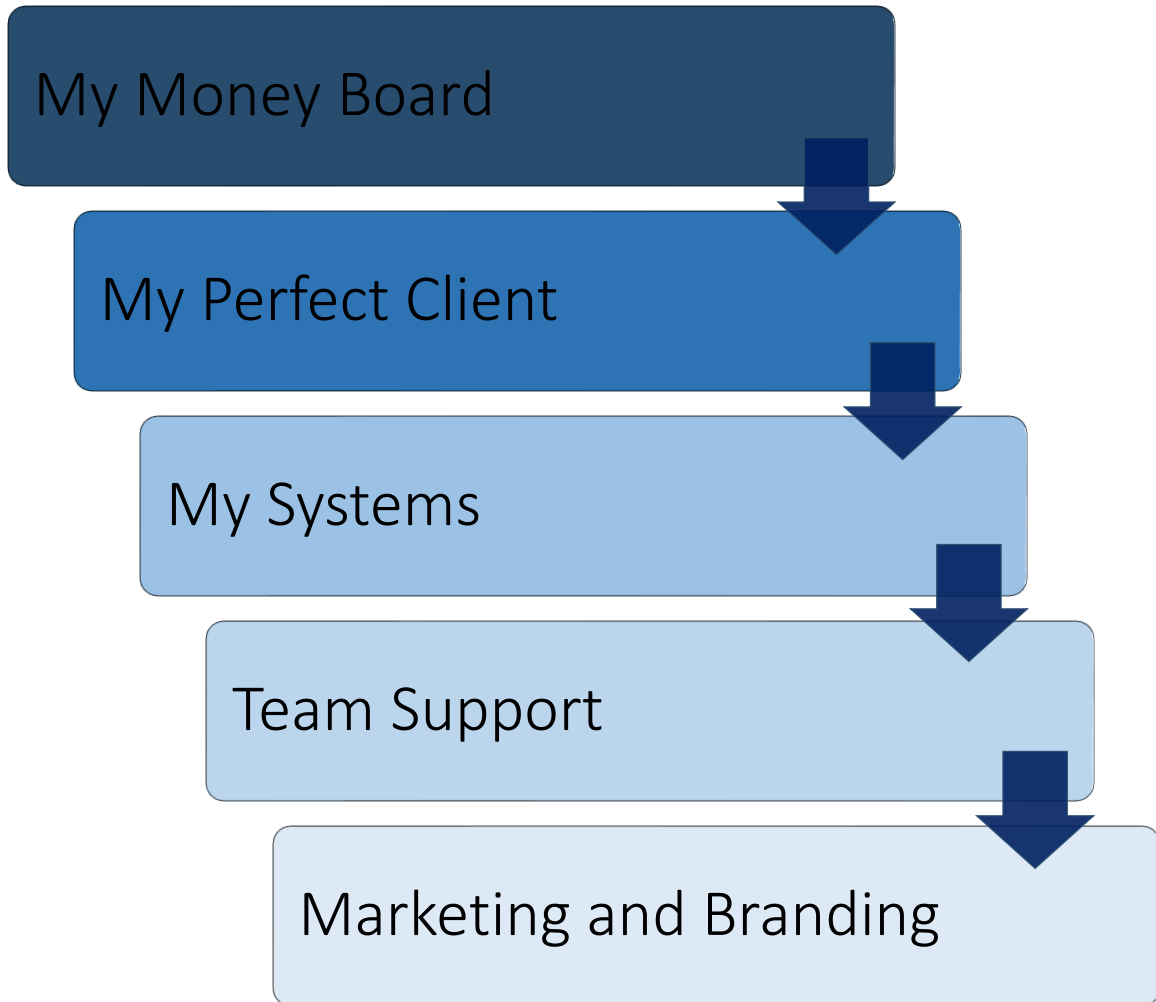
Module 4: Your Business Vision Planner

*Please note this is NOT for resale or giveaway.



Complete this action plan and the accompanying exercises to perfect your business vision.

ACTION PLAN: OPTIMIZE EACH AREA OF YOUR BUSINESS





MANIFEST YOUR PERFECT BUSINESS

Set up each board to increase your satisfaction level... and your wealth.

1. Fill the following fields in as accurately as possible. If you don't yet know the correct amount, either leave blank or guesstimate (make a projection!) *There's no wrong or right answer, but the more thought and research you put into your answers, the closer to your ideal business plan you will end up on your board.*

MONEY AND WEALTH	
Where I am at right now...	Where I plan to be...
<input type="checkbox"/> Annual income <input type="checkbox"/> Monthly income \$ _____	<input type="checkbox"/> Annual income <input type="checkbox"/> Monthly income \$ _____
Expenses:	Expenses:
Team salaries or payments:	Team salaries or payments:
Marketing & Promotion:	Marketing & Promotion:
Taxes:	Taxes:
Research:	Research:
Subscriptions:	Subscriptions:
Charitable donations: Percentage of income: _____%	Charitable donations: Percentage of income: _____%



<p>Savings:</p> <p>\$ _____</p> <p>Percentage of income: _____%</p>	<p>Savings:</p> <p>\$ _____</p> <p>Percentage of income: _____%</p>
<p>Investments:</p> <p>Cost:</p> <p>Return:</p>	<p>Investments:</p> <p>Cost:</p> <p>Return:</p>
<p>Household and personal expenses:</p> <p>\$ _____</p>	<p>Household and personal expenses:</p> <p>\$ _____</p>
<p>I am currently working _____ hours per week</p>	<p>I want to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Work ____ hours a week <input type="checkbox"/> Be retired, with an annual disposable income of \$ _____
<p>My current sources of passive income:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Book(s) <input type="checkbox"/> Courses <input type="checkbox"/> Products <input type="checkbox"/> Programs <input type="checkbox"/> OTOs <input type="checkbox"/> Workshops <input type="checkbox"/> Public speaking <input type="checkbox"/> Ad revenue <input type="checkbox"/> Affiliates <input type="checkbox"/> Events <input type="checkbox"/> Other _____ <p>P.S. I'm using myself as a Coach as an example from here onwards...</p>	<p>My current sources of passive income:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Book(s) <input type="checkbox"/> Courses <input type="checkbox"/> Products <input type="checkbox"/> Programs <input type="checkbox"/> OTOs <input type="checkbox"/> Workshops <input type="checkbox"/> Public speaking <input type="checkbox"/> Ad revenue <input type="checkbox"/> Affiliates <input type="checkbox"/> Events <input type="checkbox"/> Other _____



Module 4: Your Business Vision Planner

My current percentage of passive income vs. 1:1 client work is _____%	My current percentage of passive income vs. 1:1 client work is _____%
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MY PERFECT CLIENT

...Is happy to pay me what I am worth!

What they look like: (Description and/or visual representation)

How I can help him / her:

Why I am the perfect choice as his / her coach or teacher:



Problem I can help them solve:	
Results they can achieve with my help:	
<input type="checkbox"/> Current hourly rate <input type="checkbox"/> Number of hours per week: _____ <input type="checkbox"/> Monthly income \$ _____	<input type="checkbox"/> Planned hourly rate <input type="checkbox"/> Number of hours per week: _____ <input type="checkbox"/> Monthly income \$ _____
Problems with current clients that I want to remove from my business life:	How I want my perfect client to interact:
NOTES:	



MY TEAM BOARDS	
What do you want your Team Boards to do:	
Team Board 1: _____ User(s): What is the purpose of this board?	What will it help my team achieve and believe? What to include:
Team Board 2: _____ User(s): What is the purpose of this board?	What will it help my team achieve and believe? What to include:
Team Board 3: _____ (Users): What is the purpose of this board?	What will it help my team achieve and believe? What to include:



BRANDING AND MARKETING BOARD	
Zero in on the focus for these areas of your business	
Branding Checklist: Include: <ul style="list-style-type: none"><input type="checkbox"/> Logo<input type="checkbox"/> Colors<input type="checkbox"/> Fonts<input type="checkbox"/> Iconic images<input type="checkbox"/> Mission statement<input type="checkbox"/> Slogans, taglines, catch phrases<input type="checkbox"/> Popular quotes about and from your brand<input type="checkbox"/> Photos and quotes/testimonials from customers that reinforce your brand's promised results and mission<input type="checkbox"/> Images that support your brand mission and identity <p>Will this be a separate board from Marketing?</p> <ul style="list-style-type: none"><input type="checkbox"/> Yes<input type="checkbox"/> No	
What do you want your brand to be known for?	List items and objects that are synonymous with or emotionally represent your brand:



Marketing Board Checklist:

I am planning to include on my board photos of:

- Products I want to create
- Books I want to write
- Back-end offers that will grow my business
- Email list goals
- Passive income goals
- Advertising goals
- The ROI on ads that I want
- Content goals that support my brand
- Webinars I want to create (or have already successfully presented)
- Reminders of other related successful ventures
- Public speaking opportunities I would like to generate
- People I want to JV with
- Experts I want to interview
- Travel I would like to undertake for business
- Charities I plan to support
- Causes I plan to support
- Local events I want to offer
- Organizations I belong to
- Awards I want to win
- My biggest, next annual marketing goal
- Other _____



EXERCISES: TIDYING THE LOOSE ENDS

1. Collect testimonials from your current clients and customers. Put the best ones (or phrases from these) on your Perfect Client board.
2. Fill in the following:

I help people who _____
by _____ so they can _____

3. If you haven't yet created a Mission Statement, do so now. (If you have, write it in anyway for reinforcement!)

4. Write down areas where you need to put up healthy, helpful boundaries:



5. Write down new boundaries for your business practices: Then find images and text that symbolizes or states these boundaries and include them on your board.

1.
2.
3.
4.
5.

6. Find or create affirmations to help you stick to your boundaries. Put them on your vision boards and use them!