

Your 2007 Entrepreneurial Action Plan

The more that you plan and commit to take decisive action in 2007 – the more successful your Entrepreneurial life this year will be.

To help you in the process, I have created an action plan for you for the year ahead.

One word of warning – gazing at this document won't do you much good! Printing it out and filling it out and making some decisions may just transform your plans and results for the year.

The Action Plan is a combination of questions designed to highlight your key profit opportunities – and action steps so that you focus on the areas likely to make the biggest difference to you.

If you haven't yet listened to the seminar '2007 – Your Best Year Ever' it will certainly help your planning for the year.

Set aside some time to complete the action plan effectively – it will be well worth it.

1 Summarise your key targets for 2007 (Turnover, Profits, Customers etc)

2 What is the biggest lesson you learned about being an entrepreneur in 2006?

3 What is the most productive activity you engage in at the moment – the activity that generates the most profits for the time invested?

4 What is the least productive activity that you engage in at the moment?

5 Are you testing and measuring all of your Marketing? How could you do this more effectively in 2007?

6 Choose one new Marketing method or approach to test for each month of the year. (If you are not sure, the VIP site is packed with suggestions.)

January _____

February _____

March _____

April _____

May _____

June _____

July _____

August _____

September _____

October _____

November _____

December _____

7 List two ways that you will improve your communication with your existing customers in 2007

8 Name one new product or service that you will offer your customers in 2007

9 List the top three ways that you currently attract customers

10 How can you focus more resources on expanding the activities listed on question 9?

11 What is the biggest objection given by potential customers who do not currently buy from you?

12 Create an answer that tackles this objection. (Answering this question is one of the most powerful steps you can take to increase your sales in the year ahead. If you attended Ultimate Marketing, you may want to re-listen to Seminar 11 on Sales and Influence)

Answering these questions will identify some of the key steps you need to take to strengthen your business in 2007. Have a great year!