



# ANNUAL BUSINESS PLANNER

PLAN YOUR WORK & WORK  
YOUR PLAN

BY LATASHA KINNARD

# Planner Terms.

I'm excited that you've purchased my planner!  
Now, let's quickly talk legal. Here's how to use the planner.

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## Questions?

Feel free to email our support team at [tasha@godeste.com](mailto:tasha@godeste.com).

# GUIDE

## SET YOUR STRATEGIC DIRECTION



**STEP 1: High level planning**



**STEP 2: Explore foundational statistics**



**STEP 3: Analyze and interpret the data**



**STEP 4: Rework your core**



**STEP 5: Refine your mission and vision**



**STEP 6: Set your revenue goals**



**STEP 7: Map out your months**

# STEP 1:

## HIGH LEVEL PLANNING

You have a blank slate in front of you and now you have the chance to mold it according to your vision.

As part of your high level planning, you are going to think about how you want your year to go.

Map out time for product launches, creating evergreen content, team retreats, relationship building, vacations, staycations, self-care and special occasions.

Keep in mind that some events will need work windows and launch windows. For example, if you add a product launch in March, you will also need to include time to work on that launch in January or February.

You may also want to decide how far in advance you would like to have a project done before its launch date.

This is your opportunity to plan whatever is important to you.

# JANUARY

MON	TUE	WED	THU	FRI	SAT	SUN
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## REMINDER

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## NOTES

# FEBRUARY

MON	TUE	WED	THU	FRI	SAT	SUN
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20	21	22	23	24	25	26
27	28					

## REMINDER

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## NOTES

# MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## REMINDER

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## NOTES

# APRIL

MON	TUE	WED	THU	FRI	SAT	SUN
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## REMINDER

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## NOTES



# MAY

MON	TUE	WED	THU	FRI	SAT	SUN
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22	22	24	25	26	27	28
29	30	31				

## REMINDER

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## NOTES

# JUNE

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19	20	21	22	23	24	25
26	28	29	30			

## REMINDER

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## NOTES

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MON	TUE	WED	THU	FRI	SAT	SUN
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## REMINDER

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## NOTES

# AUGUST

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28	29	30	31			

## REMINDER

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# OCTOBER

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30	31					

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MON	TUE	WED	THU	FRI	SAT	SUN
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## NOTES

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## NOTES



# STEP 2:

## EXPLORE FOUNDATIONAL STATISTICS

At this point in your business, you probably have a clearly defined why. But your business is still growing and evolving. Over time, your industry and the needs of your customers change.

I recommend that you create the space for getting reconnected to where things are. My favorite way to do this is with statistics. Statistics give you solid grounding regarding where to put the focus in your business. It's a powerful place to build confidence in your why.

### FOUNDATIONAL STATISTICS

# STEP 3:

## ANALYZE & INTERPRET THE DATA

Now that you've looked at the data, what do you see?

Are there any shifts or departures from this year? Do you see certain areas becoming even more important? Have you discovered any new trends that you should be aware of? Do you have a better understanding of your clients?

Answering these questions will help you develop your direction, themes and programming for the year.

### WHAT DO THE NUMBERS SUGGEST?

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# STEP 4:

## REWORK YOUR CORE

Your core values and core content are crucial to everything you do as a business owner including but not limited to: how you hire, when you fire, designs you use, the tone you use, your online presence, how much you post, where you show up and more. What are your core values and content pillars?

### CORE VALUES & CONTENT PILLARS

# STEP 5:

## REFINE YOUR MISSION AND VISION:

Now that you've analyzed the data, restate the mission and vision of your business for the coming year. Your overall focus will likely remain the same but small things may shift or evolve.

### MISSION:

### VISION

# STEP 6:

## SET YOUR REVENUE GOALS

Annual Goal:

Quarter 1:

Quarter 2:

Quarter 3:

Quarter 4:

**HOW ARE YOU GOING TO HIT YOUR GOALS**

# STEP 7:

## MAP OUT YOUR MONTHS

Annual Goal Statement:

Quarter 1

Quarter 2

Quarter 3

Quarter 4

# QUARTER 1 GOALS

JANUARY

FEBRUARY

MARCH



# PLAN YOUR JANUARY

## WEEK 1

## WEEK 2

## WEEK 3

## WEEK 4

## WEEK 5

## NOTES

# JAN WK 1

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



ATTRACT

ENGAGE

NURTURE

CREATE

DELIGHT

OFFER

# MONDAY FOCUS

## DAILY FOCUS

## REVENUE GENERATING ACTIVITIES



## REVENUE SUPPORTING ACTIVITIES



## ACTIVITY BANK

- Operation Monday
- Partnership building
- Team building
- Upselling existing clients
- Contacting past clients
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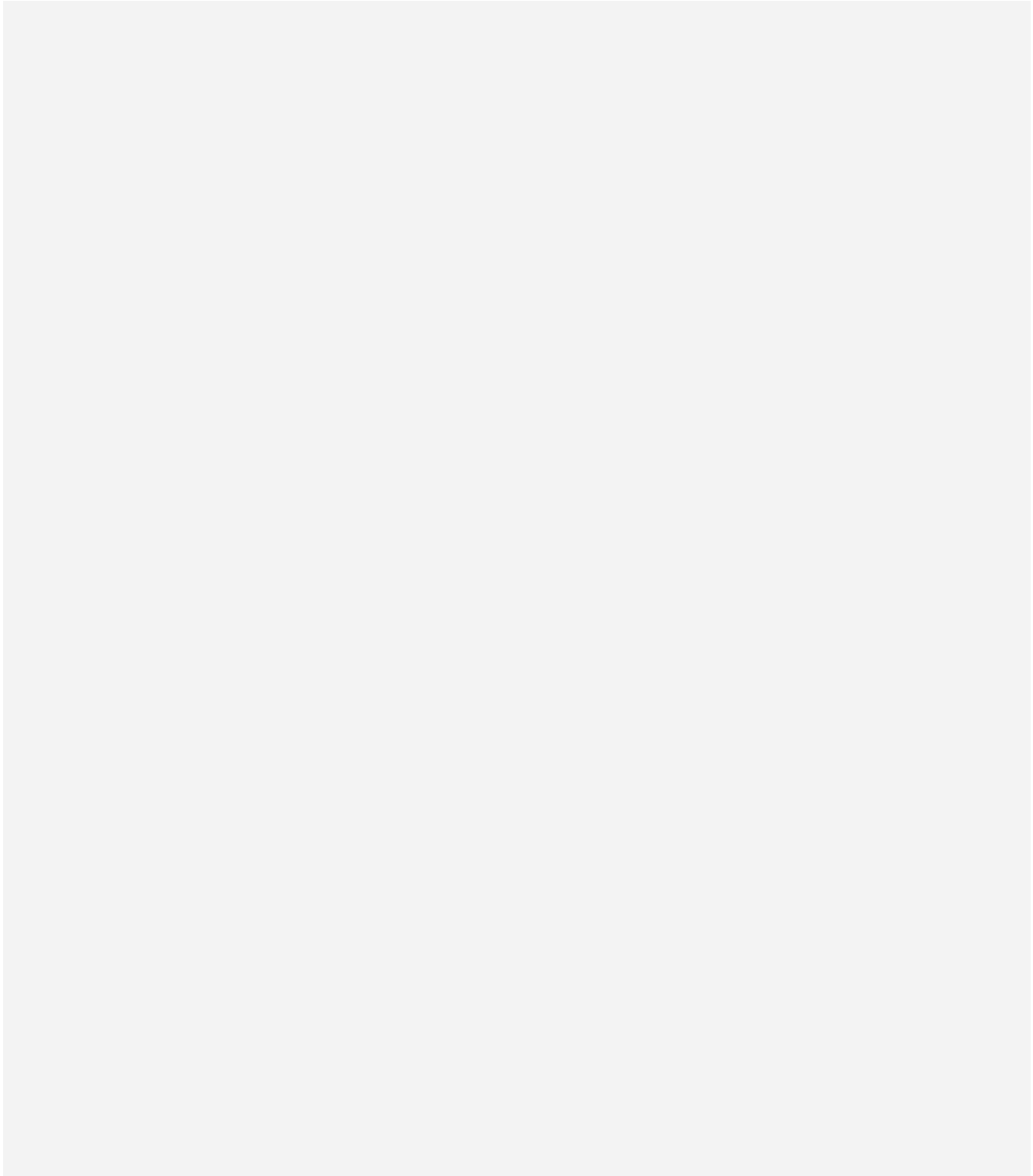
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# WEEKLY RECAP



# JAN WK 2

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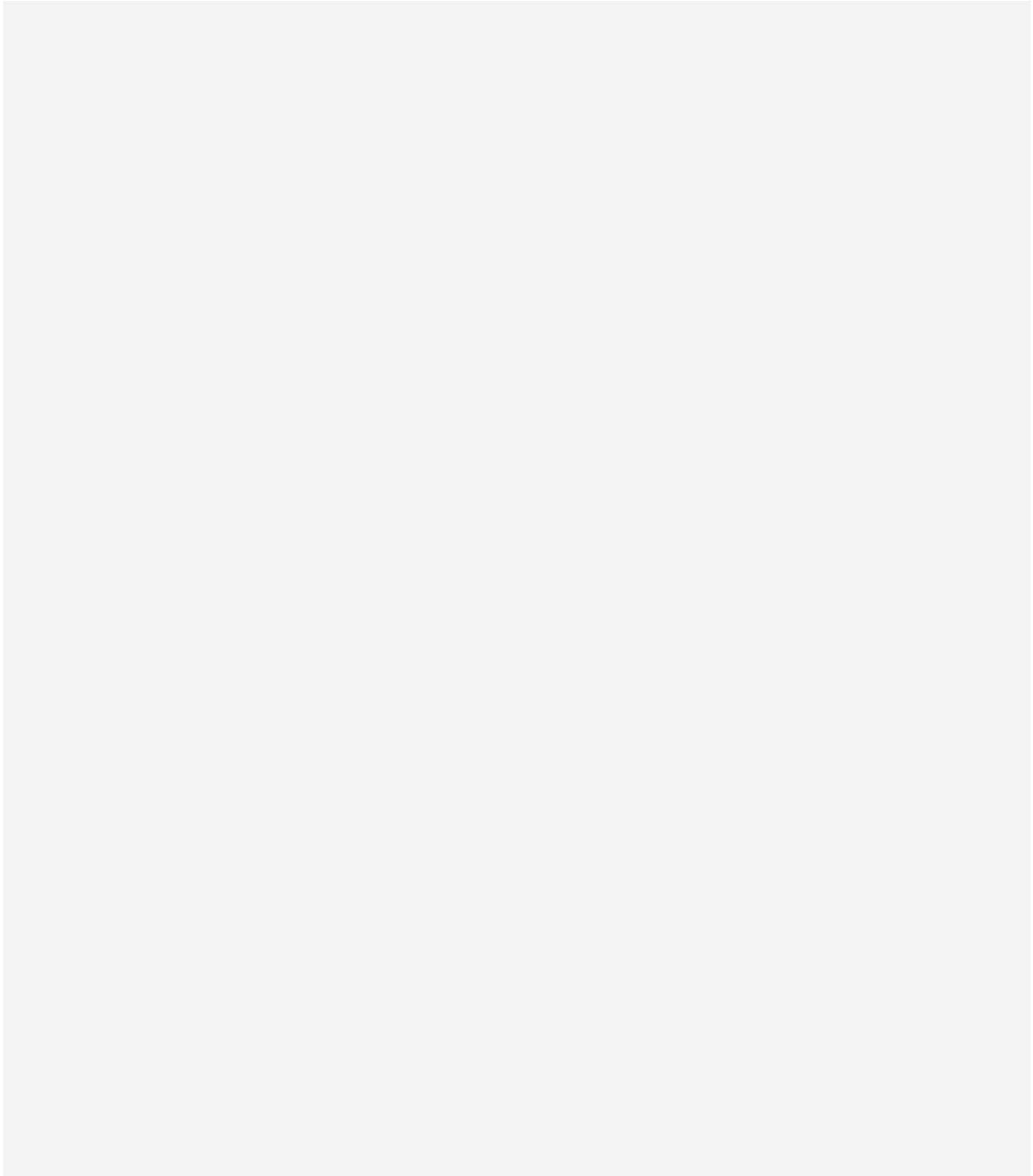
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# WEEKLY RECAP



# JAN WK 3

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



ATTRACT

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# MONDAY FOCUS

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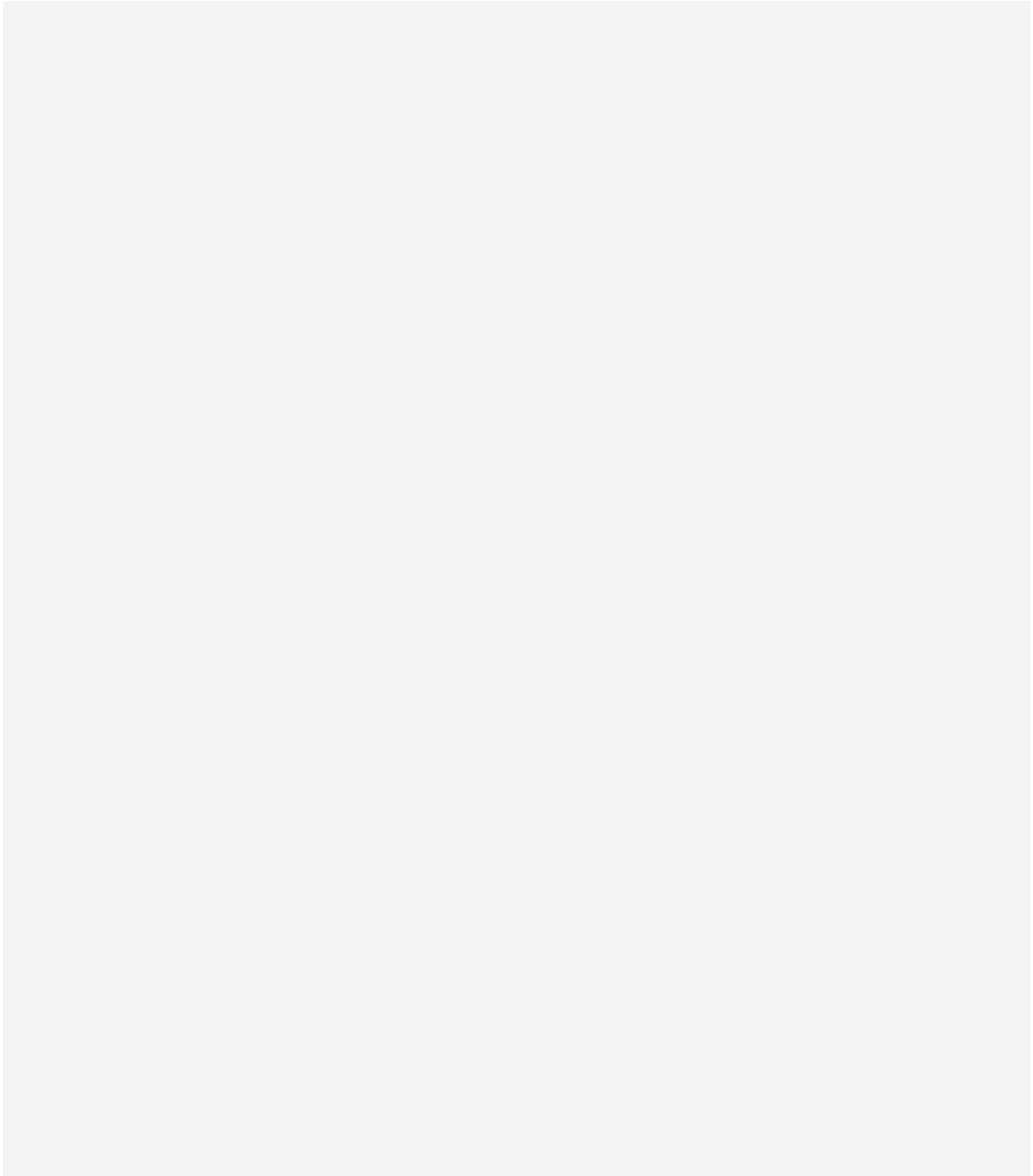
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- Company research
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- Content creation
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- Webinars

# FRIDAY FOCUS

## DAILY FOCUS

## REVENUE GENERATING ACTIVITIES



## REVENUE SUPPORTING ACTIVITIES



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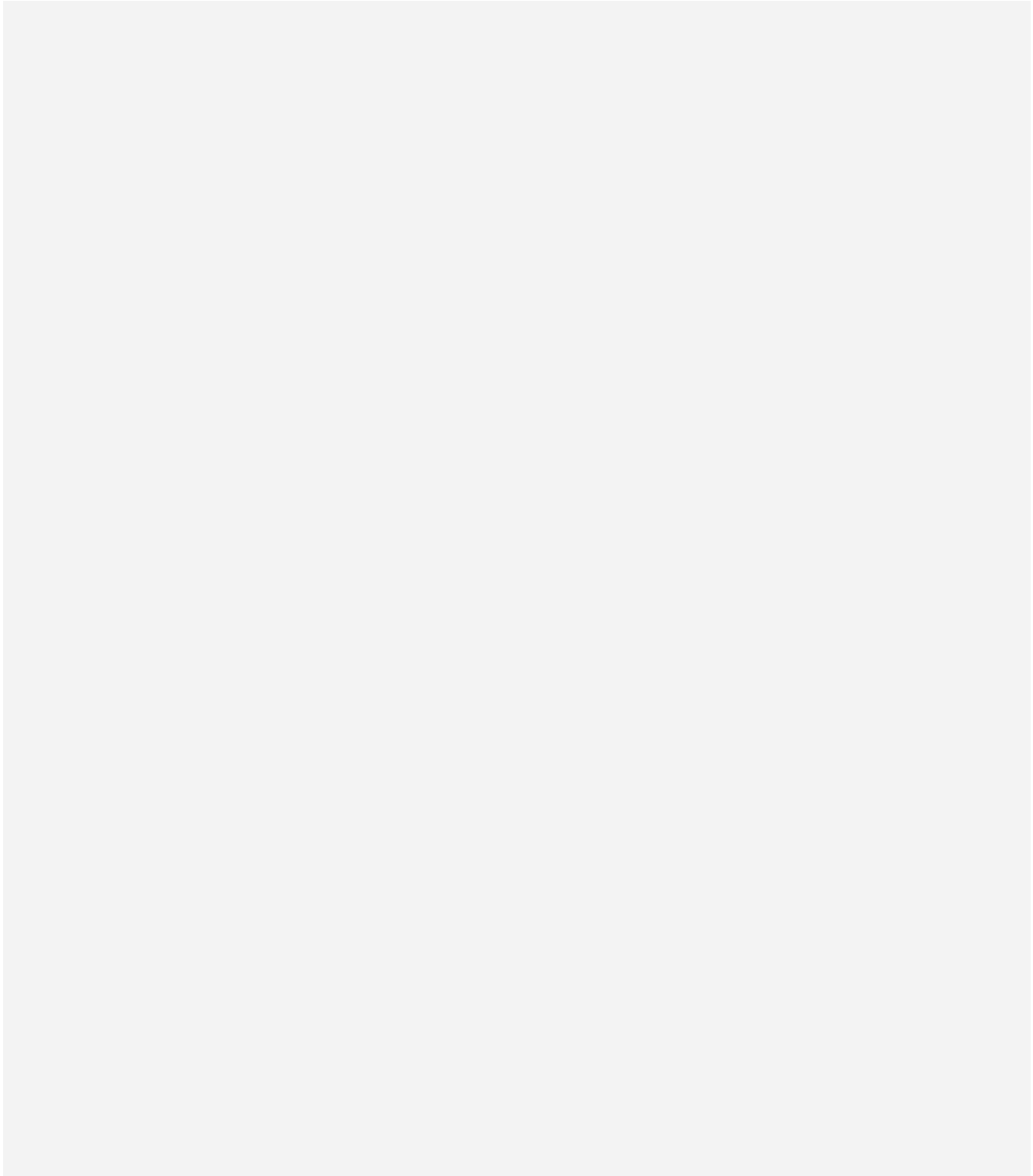
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# WEEKLY RECAP



# PLAN YOUR FEBRUARY

## WEEK 1

## WEEK 2

## WEEK 3

## WEEK 4

## WEEK 5

## NOTES



# FEB WK 1

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



ATTRACT

ENGAGE

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# MONDAY FOCUS

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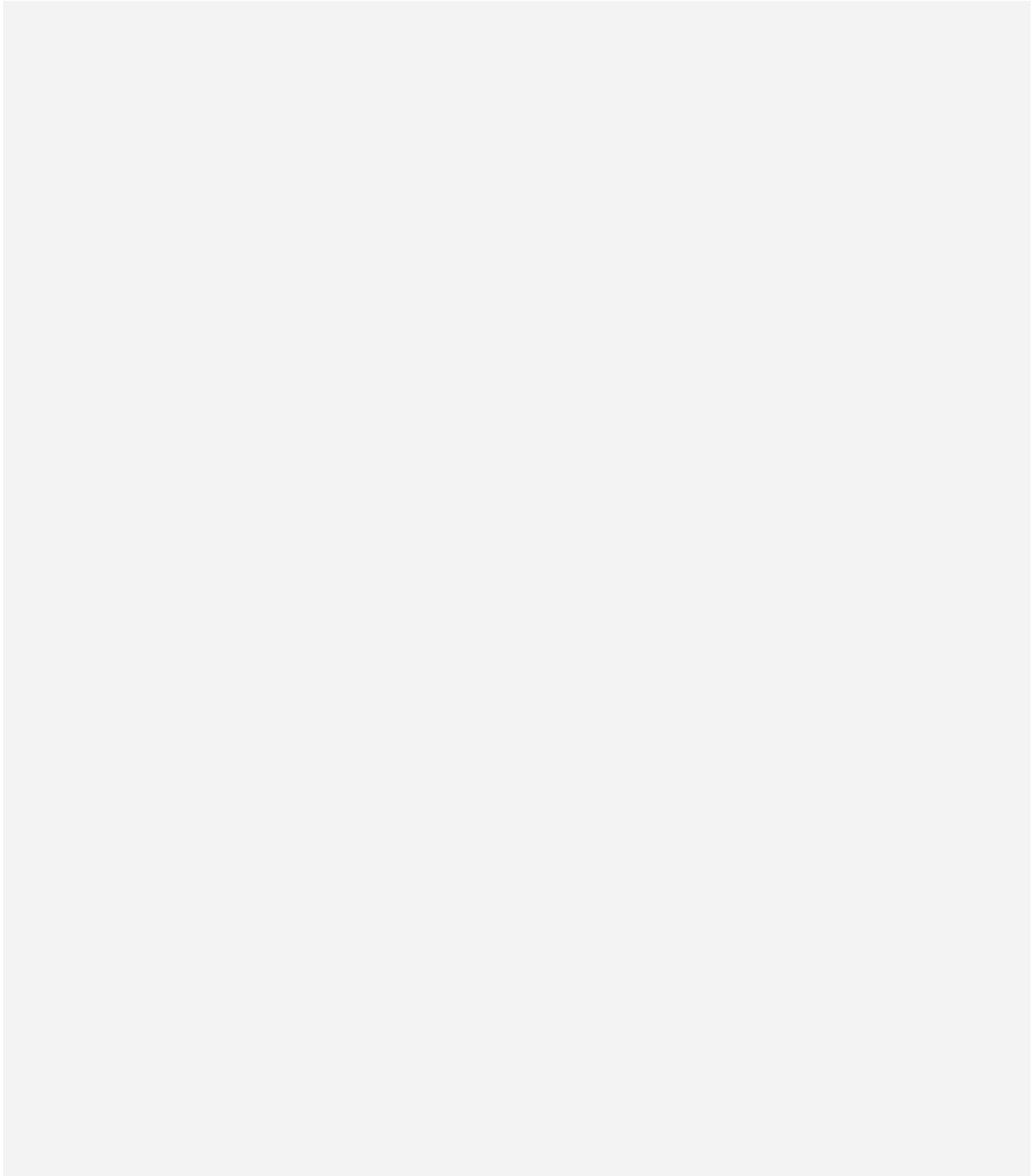


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# WEEKLY RECAP



# FEB WK 2

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



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# MONDAY FOCUS

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# SUNDAY FOCUS

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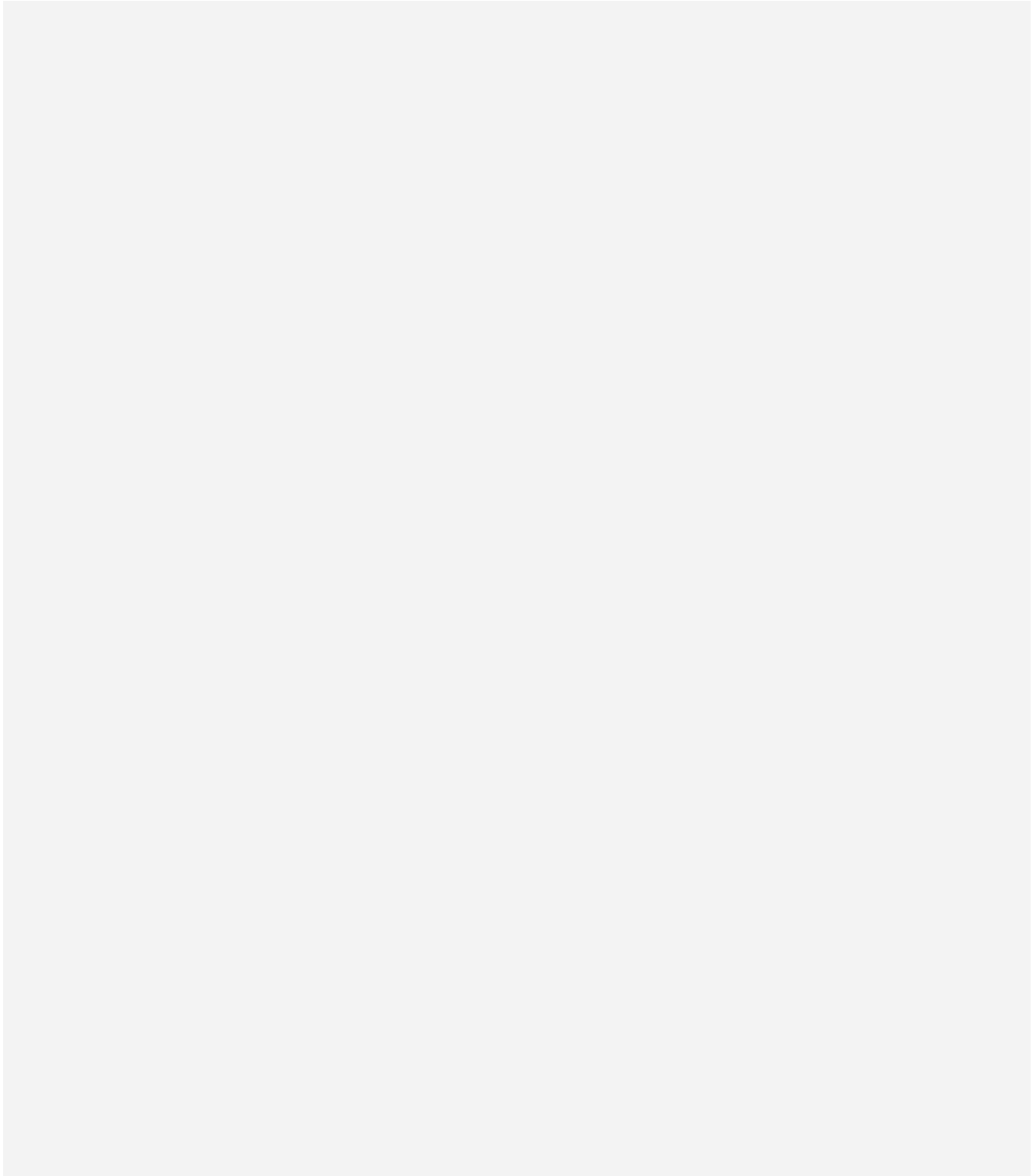
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# WEEKLY RECAP



# FEB WK 3

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



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# MONDAY FOCUS

## DAILY FOCUS

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# SATURDAY FOCUS

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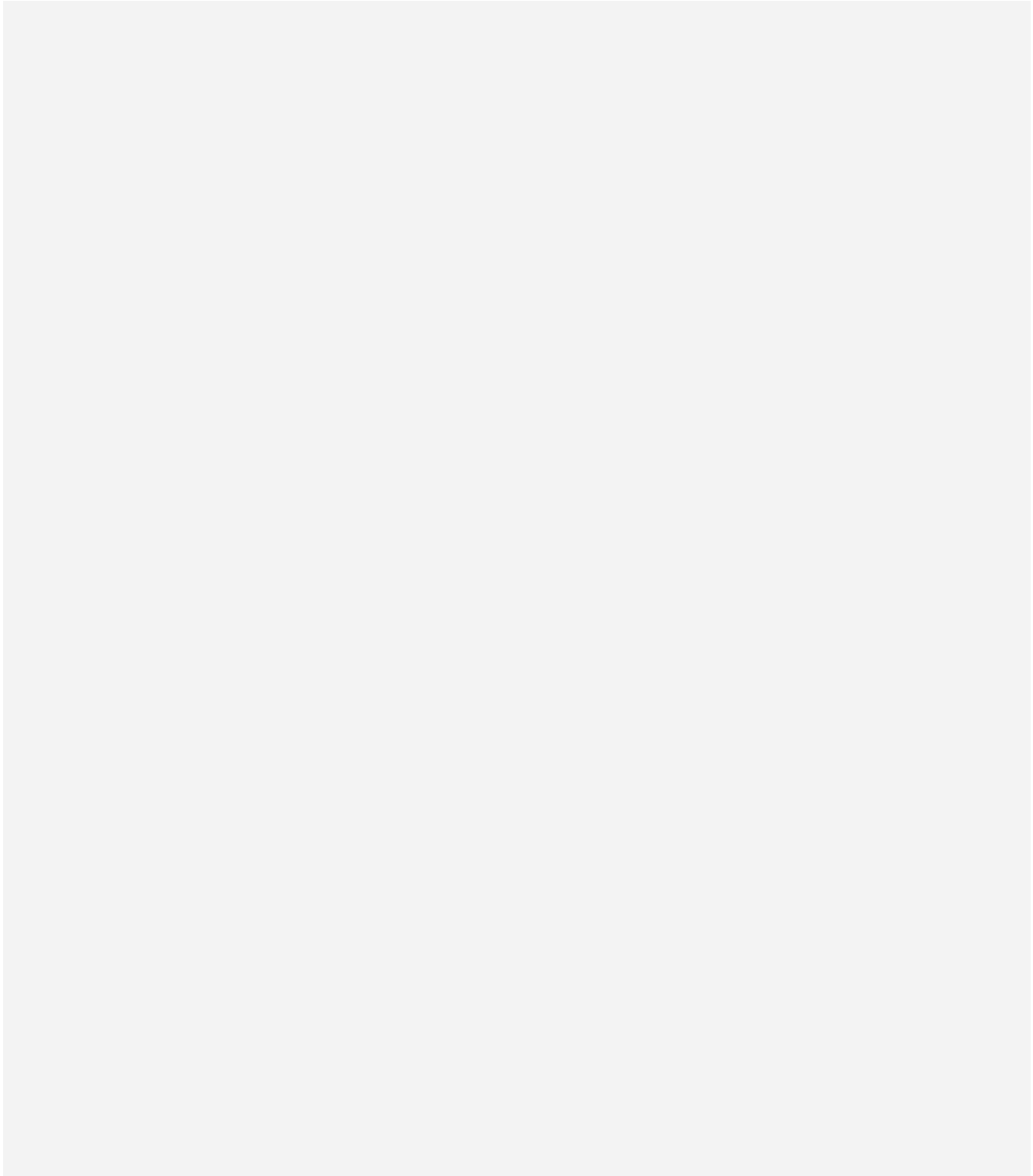
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# WEEKLY RECAP



# FEB WK 4

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



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# MONDAY FOCUS

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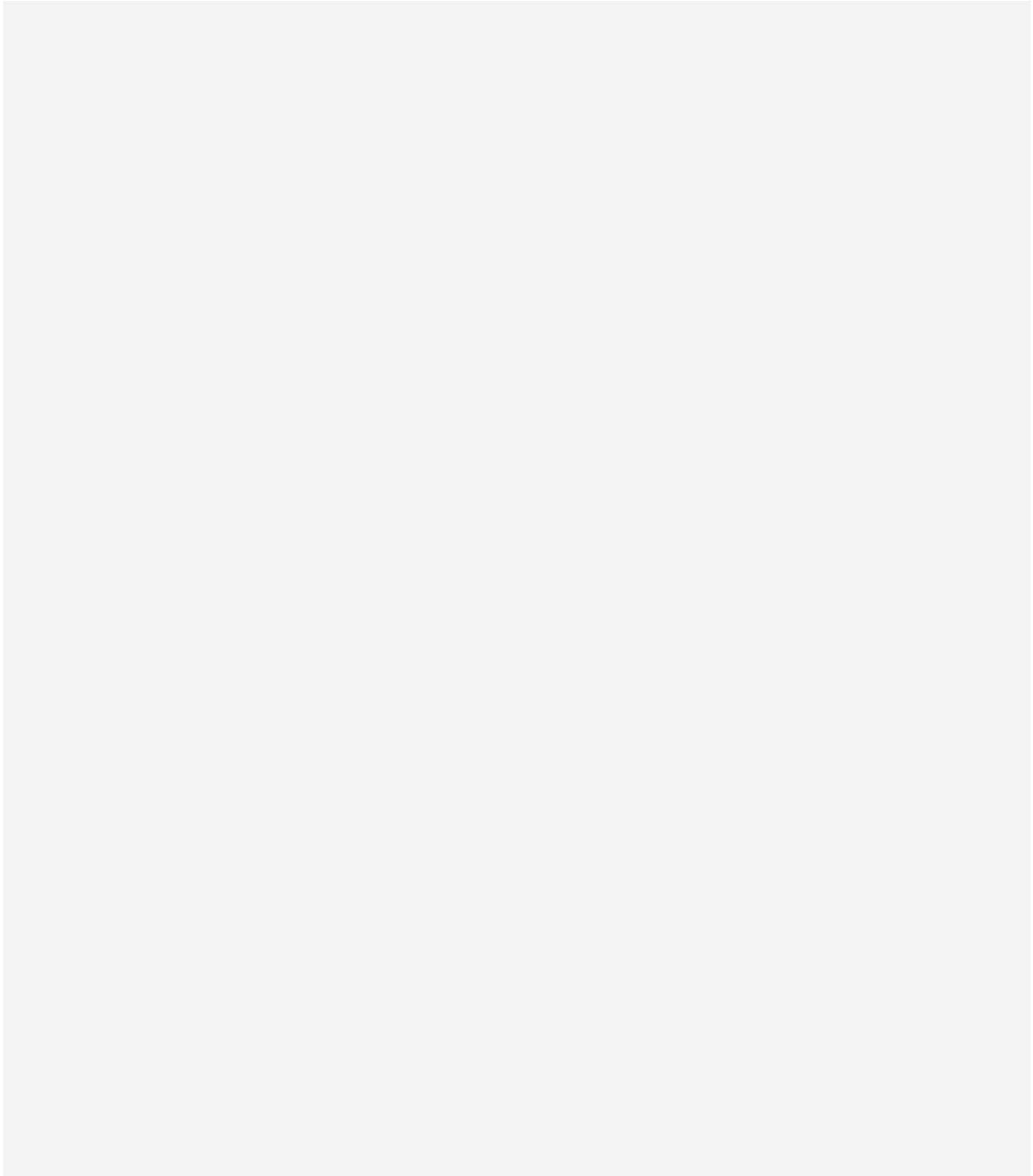
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# WEEKLY RECAP



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## WEEK 2

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## WEEK 4

## WEEK 5

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# MAR WK 1

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



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## REVENUE SUPPORTING ACTIVITIES



## ACTIVITY BANK

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# SUNDAY FOCUS

## DAILY FOCUS

## REVENUE GENERATING ACTIVITIES



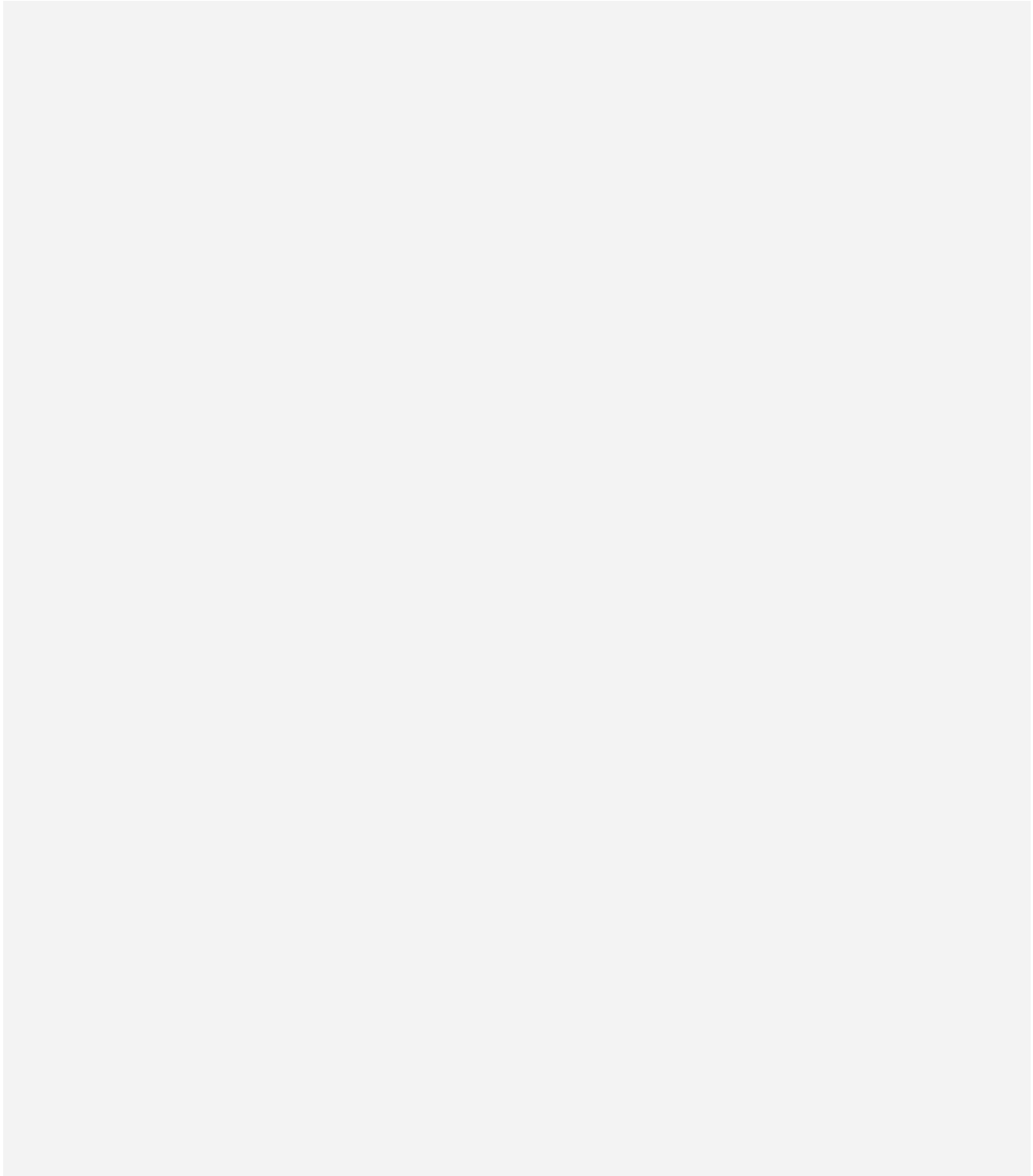
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# WEEKLY RECAP



# MAR WK 2

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



ATTRACT

ENGAGE

NURTURE

CREATE

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# MONDAY FOCUS

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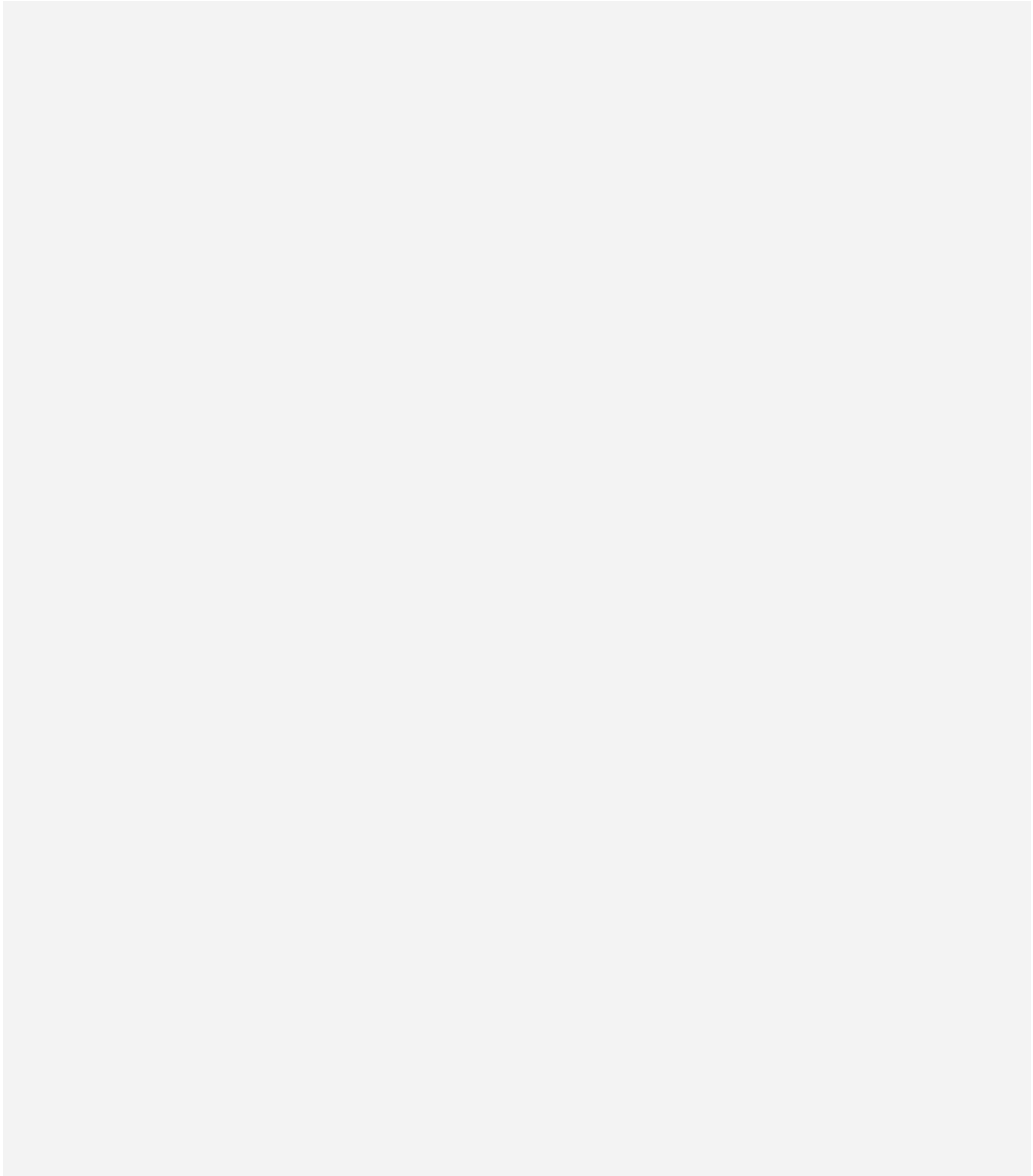
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# WEEKLY RECAP





# MAR WK 3

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



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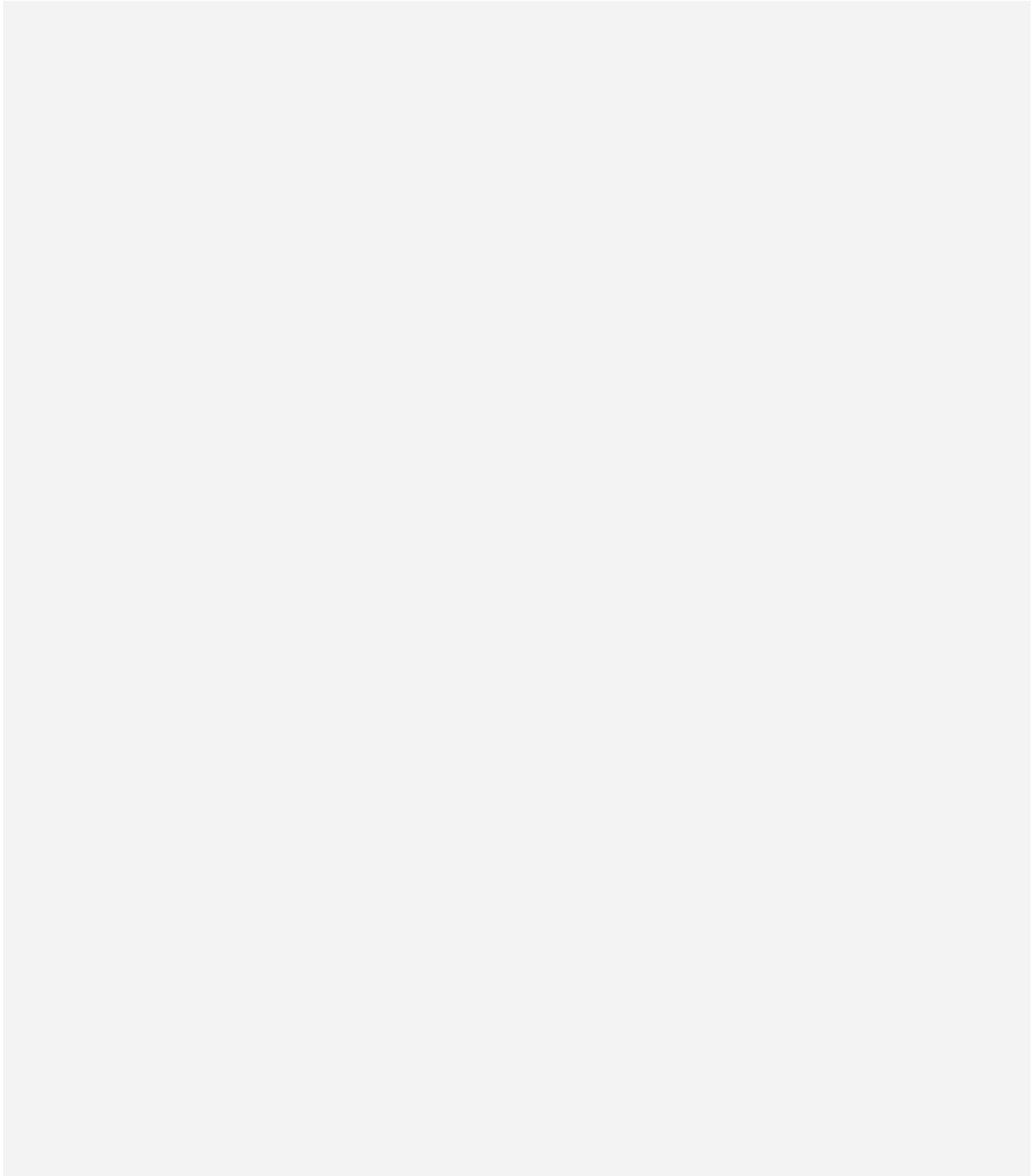


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# WEEKLY RECAP



# MAR WK 4

WEEKLY FOCUS

REVENUE GENERATING ACTIVITIES FOR THE WEEK



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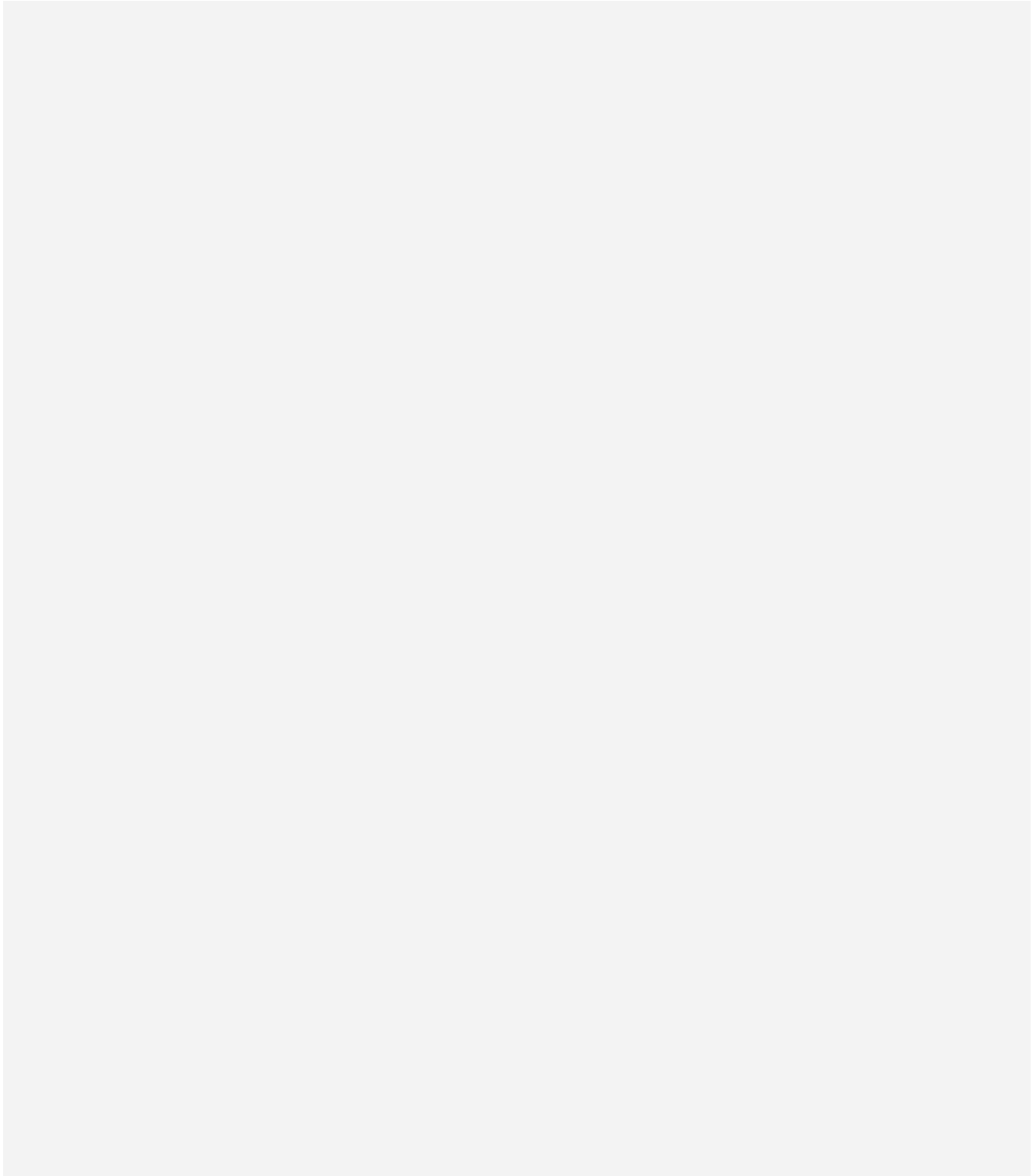
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# WEEKLY RECAP



# MAR WK 5

WEEKLY FOCUS

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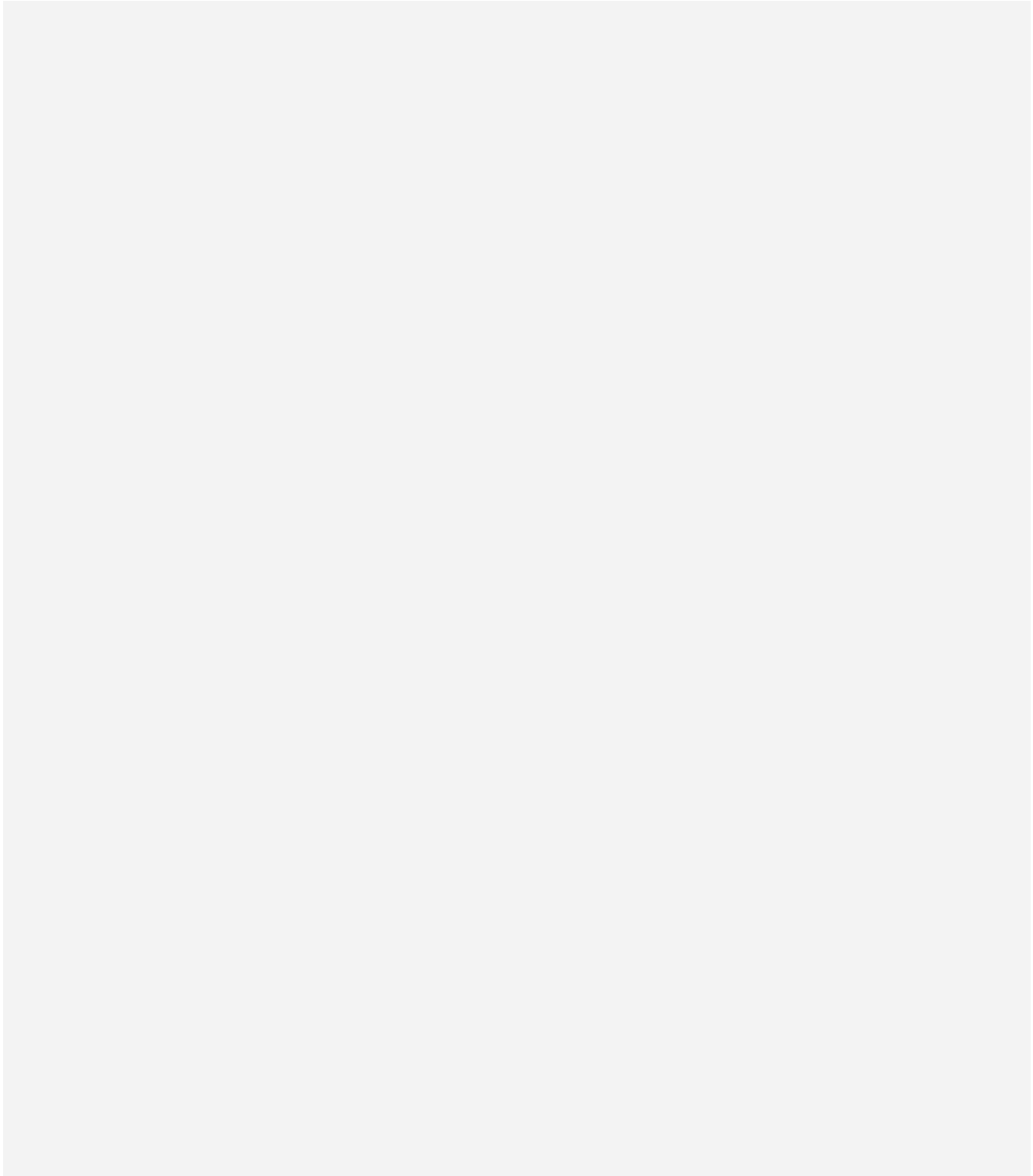
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# WEEKLY RECAP



# QUARTERLY RECAP

