

Your 2008 Entrepreneurial Action Plan

The more that you plan and commit to take decisive action in 2008 – the more successful your Entrepreneurial life this year will be.

To help you in the process, here is your 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, filling it out and making some decisions and **TAKING ACTION** will transform your plans into great results.

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 Profit Club Audio CD it will certainly inspire you with great ideas and help your 2008 planning.

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

1 Summarise your key targets for 2008 (Turnover, Profits, Customers, Products/Services etc.)

2 What is the biggest lesson you learned about being an entrepreneur in 2007?

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

4 What is the least productive activity that you are engaged in at the moment and what can you change?

5 Are you testing and measuring all of your Marketing? How could you do this more effectively in 2008?

6 Choose one new Marketing method or approach to implement for each month of the year. (There are 73 generic ones ensure you have x10 running at least)

7 List two ways that you will improve your communication with your existing customers in 2008?

8 Name one new product or service that you will offer your customers in 2008?

9 List the top three ways that you currently attract new customers (Evaluate Acquisition Cost v Lifetime Value)

10 How can you ramp up or expand these activities listed on question 9?

11 What is the biggest objection given by potential customers who do not currently buy from you? Where in your sales process do prospective customers drop off?

12 Create a solution 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.)

Answering these questions will identify some of the key steps you need to take to strengthen your business in 2008. Have a great year ahead!

13 Why will you be successful in 2008 and have your best year ever, or will you just re-run a previous year?

Fact - Only 10% of business owners are achieving the results they truly want, most have either settled for less or worse. Indeed 80 businesses cease trading every day!

Rate Your Ability (Each Section Out of 10)

Marketing & Lead Generation	/10
Sales, Management & Process	/10
Customer Care	/10
Finance & Administration	/10
Test & Measure	/10
Systemisation	/10
Delivery & Distribution	/10
People Management	/10
Direction & Control	/10
Being The Entrepreneur	/10

**It's Not How
Good You
Are Its How
Good You
Want To Be.**

/100

Less than 70 – Get A Coach!