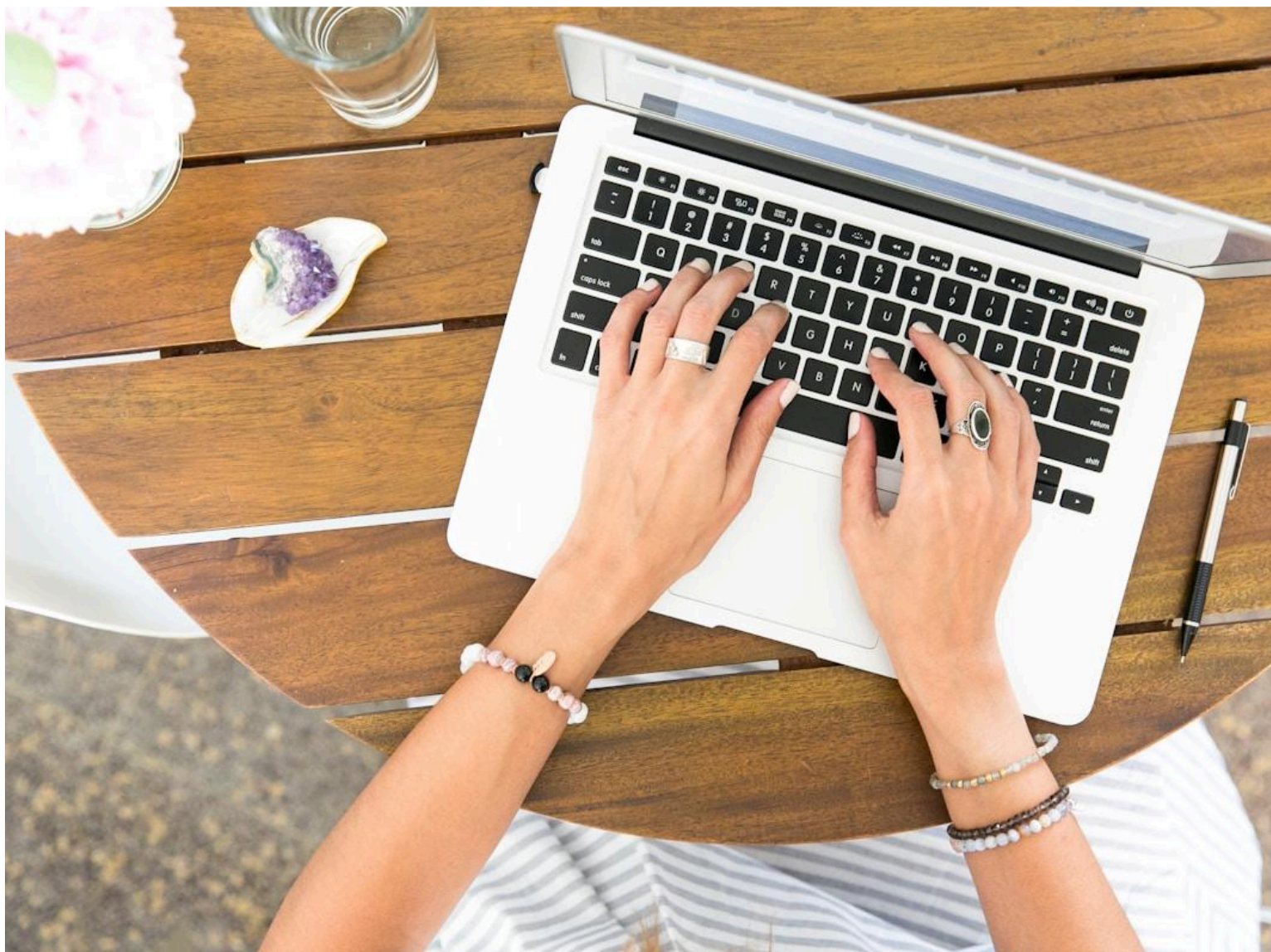


Your 90-Day Profit Plan *Mindset, Marketing and Sales*



Christine  Williams

Activating Heart, Soul, and Abundance
in Woman Wellness Entrepreneurs

YOUR 90-DAY PROFIT PLAN WORKBOOK



Hello Lovely!

I'm so excited that you've downloaded this workbook!

I hope it helps you on your journey to creating success over the next 90 days.

Take some time to dream big and follow the steps - by the end you'll have an amazing plan to help you achieve your goals over the next 90 days.

With Love,

Chris xx





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WHAT IS THE EXPERIENCE YOU WANT TO CREATE FOR THE NEXT 90 DAYS

In order to have success and abundance, we need to know where we are going. Create a vision for the experience you want to have over the next 90 days in your business and life.

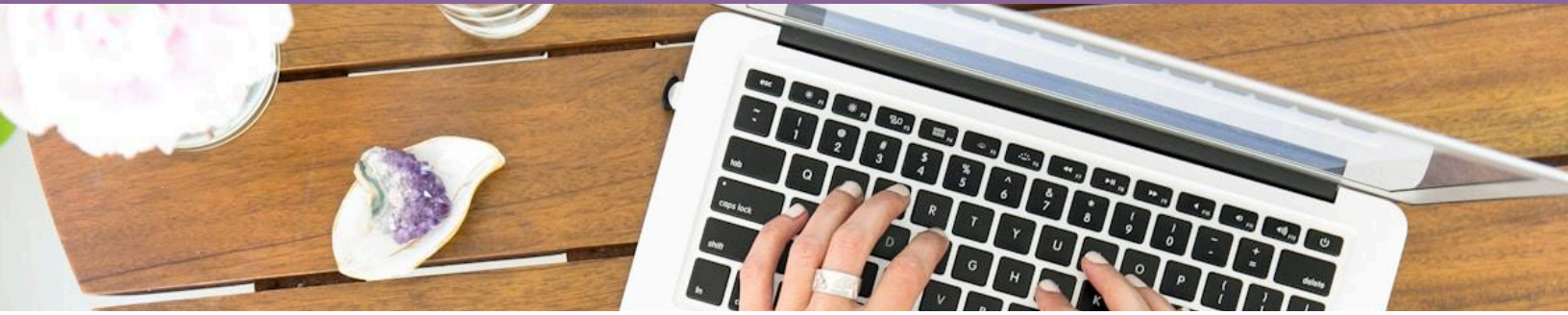
If you could wave a magic wand and have the most epic experience: What is your VISION? Write it down and dream big. Use descriptive feeling words to bring it to life.

How would YOU **feel** every day as you're building your business and living an amazing life?



What kind of impact in the world would you like to make for you, your family and others?

What would happen, that you are WILLING to be 100% responsible for, to be amazingly joyful and proud of your progress (not end result) by the end of 90 days?



PLANNING YOUR QUARTER

Use the next three months as a strategic plan for becoming the best you can be

What is the EXPERIENCE you want to create in the BIG 5 Areas of your life?

BUSINESS/ MONEY: Think about your marketing, sales, service delivery, money, and YOU. What are the areas that stand out as clearly needing to elevate in the next quarter? What specifically needs attention?

- 1)
- 2)
- 3)

PERSONAL GROWTH: Think about your mindset, beliefs, the way you see business, the way you react to things, the way you show up in the world (who you are being). What are the areas that stand out as clearly needing to elevate in the next quarter? What specifically needs attention?

- 1)
- 2)
- 3)

HEALTH: Think about your sleep, nutrition, water intake, exercise, energy, vitality, etc. What are the areas that stand out as clearly needing to elevate in the next quarter? What specifically needs attention?

- 1)
- 2)
- 3)



RELATIONSHIPS: Think about your love partnership, how you communicate, friends, relationship with family, with people in general, community. What are the areas that stand out as clearly needing to elevate in the next quarter? What specifically needs attention?

- 1)
- 2)
- 3)

SPIRITUALITY: What are the areas that stand out as clearly needing to elevate in the next quarter.

- 1)
- 2)
- 3)

Tap into your BIG WHY.

Why is it that you want to do what you do? What is the compelling reason that will have you excited to show up and take action every day?



MINDSET- Set Yourself Up for Success!

Next- let's set you up for success with the right mindset. As we know, Mindset will always come FIRST and is 80%-95% of your success. Yet-This is one of the things MOST people skip and it leads them to feel like a failure when they are trying to reach ANY of their goals. **Mindset (inner game) + Strategy (outer game) = Abundance**

The thing is, unless you are committed and have the beliefs in place to get you to where you want to go, you will just stay spinning. You'll keep trying to take action, but the energy you come from will be to force, hustle or try to GET a client, instead of taking ALIGNED and inspired action that feels light, fun and easeful. So let's get started.

Step 1: Who are you BEING? What is the energy you are in as someone who achieves their goals? What is your INTENTION for how you show up in the world as an empowered 6 figure coach?

Step 2: What are you calling in for this quarter? State it as if it's already present. Example: I fill my group with 20 new clients. I have 10K months. I enroll 4 new 1:1 clients.



Step 3: What do you need to believe about yourself to see this goal as possible and predictable to happen?

- 1.
- 2.
- 3.
- 4.
- 5.

Step 4: What "FEELINGS" will this inspire in you when the goal is achieved?

Step 5: What do you see this FUTURE version of you saying, thinking, and doing as she is accomplishing her result?

Step 6: How committed are you to accomplishing this goal?

Step Two

YOUR 90-DAY PLAN



Let's take a look at the last 30 days in your business. What WORKED? We don't want to jump right into action without taking a look at what actually worked and where you have an opportunity to grow. This isn't about fixing a problem. This is about clearly identifying what is already working so we can triple down on that, and create a 1% improvement on ONE area you can grow.

What are your wins from Q1? What can you celebrate?

What went well in your business?

What is working in your business?

How can you 10X what's working well to continue in Q2?



..... *Step Four*

YOUR 90-DAY GOAL



.....

What is the MEASURE you want to create in the next 90 days? This is your GOAL.

What are the two CORE OFFERS that will get you to your goal:



Core Offer #1

Type:

Name:

Price Point:

What's Included: End Result/Promise:

Core Offer #2

Type:

Name:

Price Point:

What's Included: End Result/Promise:

How many do you need to sell to achieve the measure?

Is the measure and experience that you want to have congruent?

Do you have the capacity to serve the # of clients you need to meet the measure? If not- What needs to be adjusted?



Your Programs and Pricing

Top Tier offer: Access to YOU. 1:1 Coaching , Masterminds

High-Mid Tier offer: 3-6 month group program

Middle Tier offer: Group program, course, short 1:1 package. Price point is under \$1,000

Low Tier offer: Simple 'first thing' to get in with a customer. Assessment, deep dive session, single session Under \$100 price point.

Free stuff: emails, blogs, downloads, video content, resources, PDF's, workshops, trainings and webinars



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..... *Step Four*

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Core Offer #1

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Name:

Price Point:

What's Included: End Result/Promise:

Core Offer #2

Type:

Name:

Price Point:

What's Included: End Result/Promise:

How many do you need to sell to achieve the measure?

Is the measure and experience that you want to have congruent?

Do you have the capacity to serve the # of clients you need to meet the measure? If not- What needs to be adjusted?



..... *Step Five*

Inspired Actions



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What are the inspired actions that you will take in each area (ANI) to reach the measures above?



Attract- these are ways I will attract potential clients into my ecosystem. What freebie will you use?

Nurture- these are ways I will nurture my existing audience with value. When will you run a nurture event either in person or online?

Invite-These are ways I will INVITE people to work with me in one of my offers. How many clarity calls will you need to make in order to meet your enrollment goals? (if the enrollment rate is 30%. Ex. 10 calls would = 3 yeses.)

Attract

Nurture

Invite

Quarter _____

1-The **measurable outcome** that I am creating for this quarter is:

2-The **experience** that I will create at the end of the 90 days is:

3- These are the methods that I will use to **ATTRACT** people into my ecosystem. (examples: daily social media posts in a Facebook group, 1:1 messages, Facebook lives, local networking, online collaborations, etc.)

4: These are the method I will use to **NURTURE** and serve my ideal clients and provide them with an experience of me and my business (examples: Blueprint offers, virtual challenges, Nurture events, workshops etc.)

5-These are the ways that I will **INVITE** people to work with me. I am committed to making ONE offer a day to reach my goal?

The more invitations you make the more sales you will make and the more people you will helping. Don't abandon them on pain island.

examples:

- Follow up with personal invitations to explore joining you in your program or offer after a nurture event.
- Respond to warm audiences who comment on your posts and invite them to a clarity call.
- Reach out to people who have downloaded your freebie and ask them if they are interested in having support to reach their goal.

CROSS CHECK: Will taking consistent action on the items listed above likely result in achieving the **experience and the measure** that you desire?

If not, what, if anything, needs to be added or removed to your daily/weekly action plan?

Quarterly



MILESTONES

Take what you've written above and prioritise it all.

I want you to come up with your top 3-7 Quarterly Milestones - goals you want to achieve within the next 90 days.

In the box next to each goal, assign a due date for when you want to have achieved it by.



1	MILESTONE:	🕒 DUE DATE:
2	MILESTONE:	🕒 DUE DATE:
3	MILESTONE:	🕒 DUE DATE:
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7	MILESTONE:	🕒 DUE DATE:



**YOU HAVE TO COMMIT TO KEEPING THINGS SIMPLE AND
AVOID GETTING DISTRACTED BY SHINY OBJECT SYNDROME**

Avoid the temptation to add lots of things to your list and working on more goals than what you've defined above.

Now you have your big priorities for the next 90 days, you can break each one down into smaller steps, so you know what you need to do and when you need to do it.

Plan your months, weeks and days based around these priorities.



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USE THE PLANNERS BELOW TO HELP YOU

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DAILY *Planner*



DATE:

TODAY'S FOCUS



TOP 3 PRIORITIES

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-
-

TO DO

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-
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-
-
-

NOTES:



6 AM

7 AM

8 AM

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

7 PM

8 PM

9 PM

10 PM

WEEKLY *Planner*



DATES:

/ → /

THIS WEEK'S FOCUS



PRIORITIES

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TO DO

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NOTES:



MONDAY:



TUESDAY:

WEDNESDAY:



THURSDAY:

FRIDAY:



SATURDAY:

SUNDAY:

TO DO *list*



DATE:



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Daily Income Tracker

Month: _____

My *Declaration* for income this month is \$_____

1- \$	28-\$
2-\$	29-\$
3-\$	30-\$
4-\$	31-\$
5-\$	
6-\$	TOTAL \$_____
7-\$	
8-\$	
9-\$	
10-\$	
11-\$	
12-\$	
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PUT YOUR
Heart, Mind & Soul
INTO YOUR
SMALLEST ACTS.

THIS IS
the secret of
SUCCESS

-
SWAMI SIVANANDA

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ShineAbundanceNow.com