



Do The Work
PLANNING
DOMINATE

2022

GENIUS ACTION
PLANNER

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2022

January

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February

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27	28					

March

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27	28	29	30	31		

April

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3	4	5	6	7	8	9
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24	25	26	27	28	29	30

May

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22	23	24	25	26	27	28
29	30	31				

June

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July

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					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

2022 Business Direction

What I Create, Is What I Manifest.

What Do I Want To Be Known for/as?

What is easy for you-so easy you take it for granted?

How can you best support your ideal Clients?

What do you offer that gets the best results?

How do you stand out from your competitors? What do you offer/provide that they don't?

Plan Your 2022

Plan Your Success. And Work Your Plan.

How much would you like to earn in 2022?

How many hours would you like to work
each week in 2022?

Where can you create more time leverage in your business?

Examples: creating group programs, outsourcing some of your work, etc.

In what areas would you like to expand your business in 2022?

Example: Serve a higher-level Client in my niche, grow my team, etc.

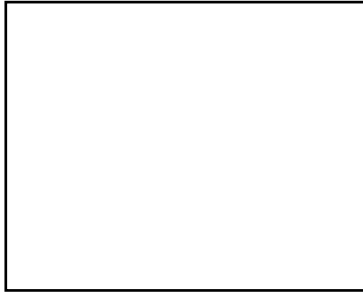
What products or services will you need to add to achieve your expansion goals?

- Passive income: Digital courses, Downloadable products, etc.
- Recurring revenue: Subscription Products, Retainers, etc.
- VIP Program: In-Person Intensives, Retreats, Events, etc

2022 Goals by Category

My BAG (Big Audacious Goals)


FAMILY



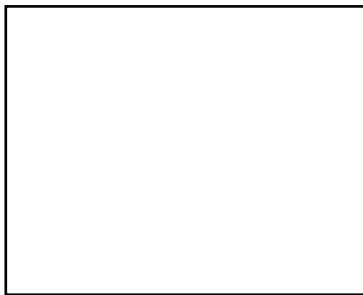
SPIRITUAL



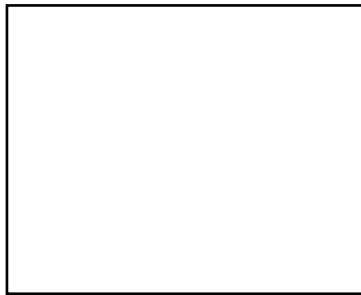
HOME



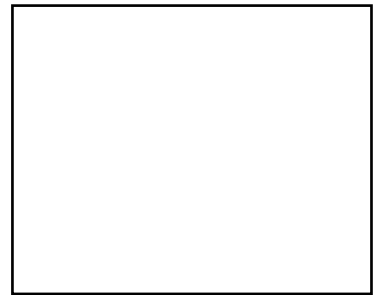
BUSINESS/CAREER



FINANCES



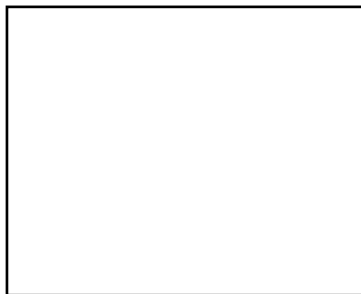
HEALTH



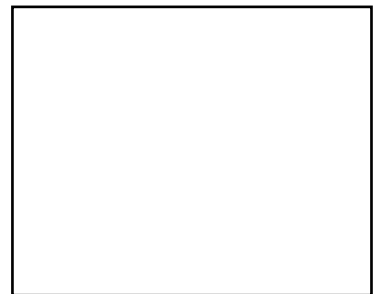
SKILLS



FUN



ADVENTURE



What is your theme for 2022



2022 Revenue Goals

2022 Quarterly Goals

Think So Big, That Even When You Fail You Win.

1st Quarter

SYSTEMS

2nd Quarter

MARKETING

3rd Quarter

SCALING

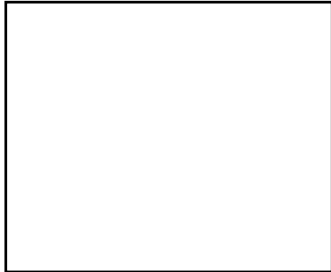
4th Quarter

DOMINATING

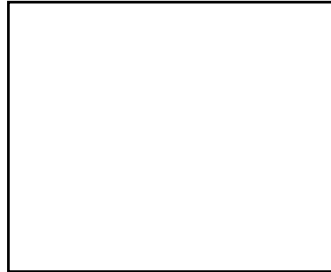
2022 Monthly Goals

Break Down Your Goals Into Actionable Steps.

JANUARY



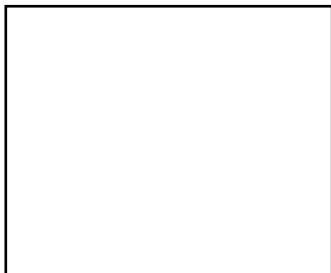
FEBRUARY



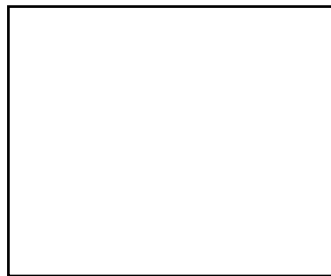
MARCH



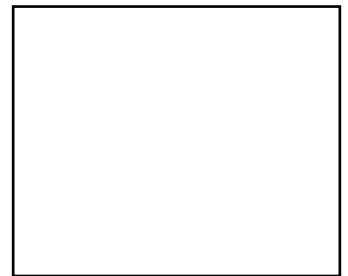
APRIL



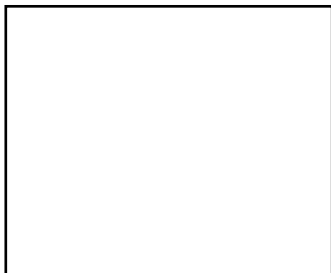
MAY



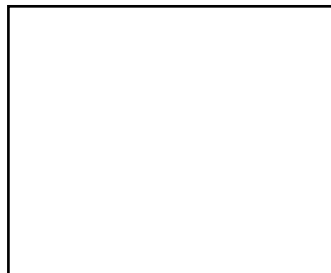
JUNE



JULY



AUGUST



SEPTEMBER



OCTOBER



NOVEMBER



DECEMBER



2022 REVENUE Goals

PRICING IS A RESULT OF CONFIDENCE.

1. List your revenue goal in the box below
2. List your various products and their prices in the first two columns
3. List how many you'll need to sell each month to hit your total revenue goal

2022 Revenue Goal

Income Stream	Product Price	Number Sold per Promotion	Number Promotions Per Year	Annual Revenue

Total should equal OR exceed your 2022 Monthly Revenue Goals

2022 MONTHLY REVENUE Goals

PRICING IS A RESULT OF CONFIDENCE.

1. List your revenue goal in the box below
2. List your various products and their prices in the first two columns
3. List how many you'll need to sell each month to hit your total revenue goal

2022 Monthly Revenue Goal

Income Stream	Product Price	Number Sold per Promotion	Number Promotions Per Month	Annual Revenue

Total should equal OR exceed your 2022 Revenue Goals

2022 Holidays

Leverage the Momentum of the Day.

Federal holidays 2022

Date	Federal holiday	Day of the week
January 1, 2022	New Year's Day	Saturday
January 17, 2022	Martin Luther King Day	Monday
February 21, 2022	Presidents' Day	Monday
May 30, 2022	Memorial Day	Monday
June 19, 2022	Juneteenth	Sunday
June 20, 2022	Juneteenth (observed)	Monday
July 4, 2022	Independence Day	Monday
September 5, 2022	Labor Day	Monday
October 10, 2022	Columbus Day	Monday
November 11, 2022	Veterans Day	Friday
November 24, 2022	Thanksgiving Day	Thursday
December 25, 2022	Christmas Day	Sunday
December 26, 2022	Christmas Day (observed)	Monday

Important 2022 Dates

_____	_____
_____	_____
_____	_____
_____	_____

2022 Marketing Campaign Planner

Show Up, Go Up & Blow Up.

What will you be promoting each month?

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Marketing Campaign Planner

What are you promoting?

When will you promote it?

Who is it for?

Why do they need it?

Where will you find them?

How will you deliver it?

What is your revenue
Goal?

What is your promotion
Budget?

What is your return
on ad spend goal

What products or services will you need to add to achieve your expansion goals?

- Passive income: Digital courses, Downloadable products, etc.
- Recurring revenue: Subscription Products, Retainers, etc.
- VIP Program: In-Person Intensives, Retreats, Events, etc

Marketing Campaign Planner

Your ideal Clients are skeptical- and they should be! They've probably been dealing with their problem for some time now and feel as though they have tried everything, without any results.

You need to show them, your program/solution works and gets results. Help them make the right choice.

Here's an overview of the 5 buying stages and the type of information your potential Client may be looking for at each stage. Check each item you'll be creating.

Awareness	Consideration	Evaluation	Decision	Purchase
<ul style="list-style-type: none"> • Ads • Blog Post • Videos • Social Post • Infographics • Pinterest Pin 	<ul style="list-style-type: none"> • Videos • eBook • Resources • Checklist • Quiz • Template • Email Nurture • Webinar 	<ul style="list-style-type: none"> • Case Studies • Reviews • Testimonials • Sales Call • FAQ 	<ul style="list-style-type: none"> • Offer • Bonuses • Guarantee • Payment • Options 	<p>Create Awesome Client Experiences</p>

Types of promotional content to engage your audience: Check which items you'll be creating

- Product Announcement
- How the product came about
- Who is the ideal Client for the product
- A Client's story
- The problem the product solves
- Symptoms or issues caused by the problem
- Product comparison
- Features and benefits
- Tutorial on how to use the product
- Q & A/ Interview
- Behind the scenes of creating your product
- Case Studies
- Testimonials and/reviews
- Before and after results of people who used your product

Marketing Campaign Planner Checklist

Research:

- Market
- Niche
- What is being offered
- Unique selling proposition
- Ideal Client description
- Ideal Client's problem that are overcome by your product
- Results Client can expect to achieve
- Objections
- Testimonials that show transformation or overcome an objection

Free Offer:

- What is being offered
- Headline
- Copy
- Opt-in-form
- Call to action button

Graphics:

- Lead magnet designed (PDF)
- Graphics for lead magnet landing page
- Graphics for tank you page
- Graphics for sales page

Copy:

- Your short bio 100 words
- Your long bio 500 words
- Lead magnet
- Copy for lead magnet landing page
- Copy for thank you page
- Social media post
- Facebook ad
- Email series: Welcome, Nurture, Cart, closing and onboarding
- Video script

Videos:

- Shoot and edit videos
- Upload to Vimeo
- Embed on a Thank you page

Emails:

- Welcome email with a download link to lead magnet
- Nurture email series
- Cart open/ closing series
- New Client onboarding series

Web Pages:

- Landing page designed
- Thank you sales page designed
- Checkout page designed
- Thanks for your order page designed

Facebook Ad Promotion:

- Facebook pixels added to funnel pages
- Audiences created
- Ads created
- Funnel tested
- Facebook ads turned on

Organic Promotion:

- Social media posts
- Facebook live videos
- Blog post/Guest blogs
- Podcasts
- Interviews
- Clubhouse
- Facebook Live Audio

Email Marketing Campaign Planner

Email campaigns and newsletter: Campaigns are one-off emails that you send out when you want to tell your list something

Email publishing frequency:

On which day will you publish your newsletter?:

Daily	Weekly	Monthly

Mon	Tues	Wed	Thu	Fri	Sat	Sun

Brainstorm what to include in your newsletter:

Email Automations: Automations are email sequences you set up to run automatically on a schedule when someone subscribes to your lead magnet. You will want a nurture email sequence for each lead magnet or promotion you're doing.

Email Subject	When to Send	Goal

30 Days of Life Content

Communicate to your ideal client often.

1. Ways to Reward Yourself for Small Accomplishments
2. Benefits of Writing Down Your Daily Goals and Accomplishments
3. My Life Coach Hacks That You Should Try
4. My Personal Journey To Becoming A Life Coach
5. The Hardest Lesson I've Had To Learn
6. 3 Ways Becoming a Life Coach has Changed My Life
7. Signs That You Are On Track to Reaching Your Goals
8. What You Need to Know About Goal Setting
9. How To Develop Your Confidence
10. Harnessing Your Power
11. 6 Goal Setting Books To Read
12. How To Deal with Negative People
13. How To Find Your Joy
14. How To Choose Happiness
15. 7 Ways to Develop Your Mindset
16. How to Create Power Affirmations
17. How I Schedule My Goals
18. How I Maximize My Time
19. How To Choose A Mentor
20. How To Develop a Winning Mindset
21. Tips for Running A Successful Household
22. Three Quotes I Live By and Why
23. What I Would Say To My 15 Year Old Self
24. How To Create Crystal Clear Goals
25. Taking A Stand on a Specific Topic
26. 10 Lessons I Learned Over The Last Ten Years
27. Write About A Product You Offer
28. 10 Shifts I Made to Transform My Life
29. The Importance of Personal Growth
30. What Does A Better You Look Like

30 Days of Spiritual Content

Communicate to your ideal client often

1. The Mental Shift Needed for Long Term Spiritual Growth
2. 5 Spiritual Practices for Longevity
3. How to Turn Big Ideas Into Reality
4. How I Built Spiritual Maturity
5. What A Day In Life Looks Like
6. 5 Books for Spiritual Growth
7. Trainings that Have Helped Me To Grow
8. My Biggest Goal and How I Achieved It
9. How To Train Your Subconscious Mind To Work for You
10. Why We Struggle to Change
11. How to Avoid Energy Vampires
12. Affirmations for Positive Self Esteem
13. Secrets for Living the Life You Want
14. What to Do When You Find Yourself Out of Alignment
15. How to Get Better at Trusting Yourself
16. How To Accept Good Things In Your Life
17. How To Say No and Still Feel Good
18. Unlocking More Secrets to Success
19. How To Stop Seeking Outside Validation
20. Create A Sacred Morning Routine
21. The Powerful Habit of Mindful Focus
22. How To Always Be Present and Focused on Enjoying the Moment
23. A Book Review on a Book You Like
24. How I Created The Life I Love
25. How I Stopped Self Sabotaging Myself
26. 6 Books for Entrepreneurs
27. 10 Shifts I Made to Be Happier
28. What Does Self Love Mean To Me
29. Program/Product X Officially Launches Tonight
30. The Power of Letting Go

Weekly Planner

GOALS

Reaffirm your top 3 goals for the month

MONDAY _____

Priorities:

TUESDAY _____

WEDNESDAY _____

1. _____

1. _____

1. _____

1. _____

2. _____

2. _____

2. _____

2. _____

3. _____

3. _____

3. _____

3. _____

Daily Focus:

Notes/Appointments:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Gratitude:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Weekly Planner

THURSDAY _____

FRIDAY _____

SATURDAY _____

SUNDAY _____

Priorities:

1. _____

1. _____

1. _____

1. _____

2. _____

2. _____

2. _____

2. _____

3. _____

3. _____

3. _____

3. _____

Daily Focus:

Notes/Appointments:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Gratitude:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Weekly Wrap Up

Business Wins:

Personal Wins:

Brain Dump: What's on your mind?	Schedule	Delegate	Release	Done

What are your top 3 priorities for the next week to help you achieve your monthly goals?

January 2022

Theme or Intention for the month:

January 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Top 3 Goals:

February 2022

Theme or Intention for the month:

February 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Top 3 Goals:

March 2022

Theme or Intention for the month:

March 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Top 3 Goals:

April 2022

Theme or Intention for the month:

April 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Top 3 Goals:

May 2022

Theme or Intention for the month:

May 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Top 3 Goals:

June 2022

Theme or Intention for the month:

June 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Top 3 Goals:

July 2022

Theme or Intention for the month:

July 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Top 3 Goals:

August 2022

Theme or Intention for the month:

August 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Top 3 Goals:

September 2022

Theme or Intention for the month:

September 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Top 3 Goals:

October 2022

Theme or Intention for the month:

October 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Top 3 Goals:

November 2022

Theme or Intention for the month:

November 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Top 3 Goals:

December 2022

Theme or Intention for the month:

December 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Top 3 Goals:
