



# PLAN YOUR BEST YEAR EVER

*with* Racheal Cook MBA

|  
*day 1*

## 2021 YEAR IN REVIEW

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# 2021 YEAR IN REVIEW

Why a year in review? Too often, entrepreneurs jump right into planning for what's next without really looking at what DID or DIDN'T work the year before... essentially setting themselves up to make the SAME mistakes!

Consider this:: professional athletes don't just practice to get better - they review films of their training and their performance. This review is just as important as every practice drill because they can see more clearly where they need to tweak, adjust, and improve their techniques.

So let's dive into your review of 2021!

## PART I:: MONTH BY MONTH REVIEW

It's easy to start answering questions about how you FEEL about the year... but to really find the lessons 2021 has to offer, we need to understand what actually happened - month by month - in your business.

### JANUARY 2021

<b>TOTAL REVENUE</b> <i>How much did you earn this month?</i>	
<b>WHAT DROVE REVENUE?</b> <i>What sold best? What clients did you take on?</i>	
<b>WHAT WAS YOUR FOCUS?</b> <i>What did you promote? Where was your time spent?</i>	

### FEBRUARY 2021

<b>TOTAL REVENUE</b> <i>How much did you earn this month?</i>	
<b>WHAT DROVE REVENUE?</b> <i>What sold best? What clients did you take on?</i>	
<b>WHAT WAS YOUR FOCUS?</b> <i>What did you promote? Where was your time spent?</i>	

## MARCH 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## APRIL 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## MAY 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## JUNE 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## JULY 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## AUGUST 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## SEPTEMBER 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## OCTOBER 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## NOVEMBER 2021

### TOTAL REVENUE

*How much did you earn this month?*

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### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

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### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## DECEMBER 2021

### TOTAL REVENUE

*How much did you earn this month?*

### WHAT DROVE REVENUE?

*What sold best? What clients did you take on?*

### WHAT WAS YOUR FOCUS?

*What did you promote? Where was your time spent?*

## PART 2:: REFLECT ON 2021

Now that we've "reviewed our tape" on 2021, let's find the lessons this year has to offer us as we move toward the New Year!

### 1:: WHAT WORKED IN 2021?

*What offerings were the most profitable? What marketing strategies produced the best results?*

### 2:: WHAT FLOPPED IN 2021?

*What didn't offerings or marketing strategies didn't work out so well?*

### 3:: WHAT GOT IN YOUR WAY?

*What held you back from seeing the results you wanted? Especially consider any time or energy sucks!*

## PART 3:: LEARN THE LESSONS FROM 2021

Now that we see the lessons from 2021, let's make sure we don't repeat any mistakes AND that we focus our time and energy on what IS working!

### 1:: IN 2022, I WILL DOUBLE DOWN ON WHAT WORKS!

*What worked really well in 2021 that you need to do MORE OF? What kinds of opportunities should you say YES to?*

### 2:: IN 2022, MY STOP DOING LIST INCLUDES...

*What do you need to do LESS OF this year? What is a distraction you need to avoid? What do you need to say NO to this year?*