



# PLAN YOUR BEST YEAR EVER

*with* Racheal Cook MBA

|  
*day 3*

## BUSINESS BY DESIGN

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# BUSINESS BY DESIGN

Now that you have true clarity about the LIFE you want to live as an entrepreneur, we can roll up our sleeves to design a business that supports your desired lifestyle.

This approach - lifestyle design before business design - might seem counterintuitive...but too often I've seen entrepreneurs who crash and burn within a few short years because they bought into the myth that 'someday' their business will get easier.

It simply doesn't work that way! You have to design your business for profitability AND sustainability if you plan to continue this journey for the next 5 - 10 - 20 years!

So let's review your Business Design so you can get clarity on that intersection between ambition and ease for 2024.

## PART I:: YOUR DEFINITION OF SUCCESS

I can set a goal to run a marathon this year - because bragging rights - but if I hate to run, then it simply doesn't make sense! It's easy enough to set arbitrary goals that sound good... until you realize that goal is completely out of alignment with what actually matters most, to you. Let's make sure we get aligned!

### 1:: WHAT DOES SUCCESS LOOK LIKE IN YOUR LIFE FOR 2024?

*Consider all the areas of your life - your day to day lifestyle, your health, your relationships, and your hobbies - everything outside of your business.*

### 2:: WHAT DOES SUCCESS LOOK LIKE IN YOUR BUSINESS FOR 2024?

*Consider all the areas of your business - your clients, your offerings, your team, your profit and revenue, your creative work, etc.*

## PART 2:: YOUR DREAM CLIENT

Nothing can make your dream business feel like a nightmare faster than clients who are the wrong fit and don't appreciate what you have to offer. Let's get clarity on who you want to serve in 2024!

### 1:: DREAM CLIENT MADLIBS!

Fill in the blank:: I {DO THIS} for {THIS TYPE OF CLIENT} so that she can {SEE THIS RESULT OR BENEFIT}.

### 2:: WHAT ARE THE TOP 10 ATTRIBUTES OF YOUR ABSOLUTE FAVORITE CLIENTS?

Example:: I only work with clients who are coachable and are open to direct feedback. I only work with clients who are willing to take imperfect action.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## PART 3:: LET'S TALK MONEY, HONEY!

We can't design our businesses without money clarity. We've already determined how much you'd like your take home income to be (see Day 2) - now we're gonna reverse engineer how much revenue your business needs to generate to write that paycheck.

### 1:: WHAT IS YOUR CURRENT TAKE HOME PAY FROM YOUR BUSINESS?

*Your personal income is what you actually pay yourself from your business - not gross revenue!*

### 2:: WHAT IS YOUR GOAL TAKE HOME PAY FROM YOUR BUSINESS (IN ONE YEAR)?

### 3:: WHAT IS THE GAP BETWEEN YOUR INCOME NOW AND YOUR INCOME GOAL?

### 4:: WHAT IS YOUR ANNUAL REVENUE RIGHT NOW (FOR 2023)?

*Your annual revenue is the total amount you are paid from clients BEFORE expenses!*

### 5:: WHAT IS YOUR GOAL REVENUE (FOR 2024)?

### 6:: WHAT IS THE GAP BETWEEN YOUR REVENUE NOW AND YOUR REVENUE GOAL?

## PART 4:: YOUR PRODUCTS, PROGRAMS, AND SERVICES

Us entrepreneurs LOVE LOVE LOVE to create new things - but sometimes, you've gotta prune in order to reach new levels of growth. Now that we have our revenue goal for the year, we can start to reverse engineer what we need to SELL in order to reach that goal.

### 1:: 2023 PRODUCTS + SERVICES REVIEW

*What did you offer to your clients this year? Complete the chart below to establish your current mix of products, programs, and services.*

2023 PRODUCTS + SERVICES	PRICE	# OF SALES	REVENUE

**Total Revenue 2023::**

**Total Take Home Pay 2023::**

**Take Home Pay/Revenue = % Revenue \***

*Knowing how much out of each dollar in revenue you actually make as take home income is really helpful in planning. Use the Get Paid Calculator for more details.*

### 2:: WHAT OFFERING GENERATED THE MOST REVENUE?

### 3:: WHAT GENERATED THE LEAST REVENUE?

### 4:: WHAT OFFERINGS DO YOU NEED TO PRUNE FROM YOUR BUSINESS?

### 5:: 2024 PRODUCTS + SERVICES PLAN

*Now that you know what offerings worked and what didn't, plan your offerings for the next year and make sure that your goals align with the amount of revenue you want to bring in.*

2024 PRODUCTS + SERVICES	PRICE	GOAL # OF SALES	REVENUE

**Total Revenue 2024::**

**Total Take Home Pay 2024::**

**Take Home Pay/Revenue = % Revenue**

## PART 5:: SALES + MARKETING

We've done a lot of business designing for 2024! Now let's get clear on the strategies that work best, for you, to get more clients and grow your business.

### 1:: WHERE DID YOUR LAST 10 CLIENTS COME FROM?

*Often, we are so busy that we don't check in on the effectiveness of our marketing efforts. Where did your last clients come from? Examples could be referrals, email list, Facebook, etc.*

CLIENT NAME	OFFERING	REVENUE	CLIENT SOURCE

### 2:: BASED ON THE ABOVE, WHAT IS THE MOST EFFECTIVE MARKETING STRATEGY CURRENTLY IN YOUR BUSINESS?

**3:: HOW COULD YOU IMPROVE RESULTS WITH THIS MARKETING STRATEGY IN 2023? BRAINSTORM 5 WAYS YOU CAN DOUBLE DOWN ON THIS STRATEGY.**

*For example - if 6 out of 10 of your clients came from referrals, how you can get more referrals? You can ask more often, create a referral rewards program, etc.*

1.

2.

3.

4.

5.

**4:: NOW CONSIDER - WHAT IS YOUR MOST EFFECTIVE INVITATION STRATEGY? HOW DID YOU ACTUALLY GET THOSE 10 CLIENTS INTO YOUR BUSINESS?**

*For example - did they hire you after a free consult? Or join your program on a live webinar? How did they convert into paying customers?*