



# PLAN YOUR BEST YEAR EVER

*with* Racheal Cook MBA

|  
*day 5*

## 2024 PROFIT PLAN

[WWW.THECEOCOLLECTIVE.COM](http://WWW.THECEOCOLLECTIVE.COM)

# 12 MONTH PROFIT PLAN

Now that you have your vision, it's time to turn those goals into reality in 2024! The key to consistent clients and cash-flow in any business is to have a clear profit plan. What is a profit plan? It's a map of your marketing and sales strategies that will ensure you're regularly taking action to attract, engage, nurture, invite, and delight new clients! Let's start by breaking down each element of your marketing plan.

## YOUR CLIENT GROWTH ENGINE

### PART 1:: ATTRACT

Attract marketing is all about getting your business and brand in front of new people who don't know who you are. This could include advertising, guest blog posts, getting interviewed, joint partnerships with other businesses, etc. What are your top 3 ways to attract new people into your community?

### PART 2:: ENGAGE

A potential client heard about you for the first time from your attract marketing and now they are interested in how you can help them. 99% of the time, they will check out your website, poke around, then leave. How can you get them to STICK so you can continue to communicate?

An irresistible free offer incentivizes people to share their contact information so they can learn more about you and your business {\*hint\* this challenge is an irresistible free offer}! What could you offer - for free - to build up your community?

### PART 3:: NURTURE

When most of us think about marketing - we are really thinking about nurture marketing. Blogging, email newsletters, Facebook groups... all builds the relationship with people who are already in your community. The secret is to have a plan for your nurture marketing so you don't appear only when it's time to ask for new business.

What is your nurture marketing plan? For example - my show, Promote Yourself to CEO, and email newsletter are published weekly.

## PART 4:: INVITE

This is where you flip the switch from marketing to sales. A clear invitation strategy lets your community know the next step towards working with you. It could be offering 1x1 consults to potential clients, hosting a workshop or webinar, or writing an email series to invite people into your product, program, or service. What is your best invitation strategy?

## PART 5:: DELIGHT

When you think of DELIGHT, you're probably thinking of ways to WOW your customers. That's an essential part of a solid marketing plan - because it's much easier to keep an existing customer (and get them to buy again) than to find a new one. What are your top three ways improve your customer experience in 2024?

- 1.
- 2.
- 3.

## 12 MONTH PROFIT PLAN

Now let's map your overall marketing strategy across each of the next 12 months. Here's the order I always plug things into my calendar::

•**Time OFF.** That's right... make sure you block out your vacation time!

•**Signature Offering.** This is your #1 revenue generator, so you want to know exactly how often you are promoting and filling it! I recommend 2 solid promotions a year.

•**Upgrade Offering.** It's easier to keep a client than find a new client! So I always plan in 2 times I'm going to invite my existing clients to upgrade into a next-level product, program, or service.

•**Smaller Offerings.** Have a smaller program or product? Fit in a promotion between your bigger launches.

•**Freebie Offerings.** Don't forget to spend some time dedicated to community building! This could be a free challenge, workshop, etc to build your audience and email list.

•**MARKETING MARKETING MARKETING!** This is the fuel that drives your business forward

## JANUARY 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## FEBRUARY 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## MARCH 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## APRIL 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## MAY 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## JUNE 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## JULY 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## AUGUST 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## SEPTEMBER 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## OCTOBER 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## NOVEMBER 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*

## DECEMBER 2024

### TIME OFF

### OFFERING

*What product, program, or service are you selling this month?*

### MARKETING

*What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?*

### GOALS CHECK

*What milestones will help you achieve your goals this month?*



Congrats on completing  
the Plan Your Best Year  
Ever Challenge!

You now have a practical  
and profitable plan to  
guide 2024.

What's next?



If you loved this challenge - you'll love working with us inside  
The CEO Collective.

The CEO Collective is a 12 Month Implementation Experience for  
Women Entrepreneurs Ready for Next Level Results *without* The  
Hustle or Burnout.

We are committed to helping you create more consistency  
(leading to more results) through our 90 Day CEO Operating  
System.



# 01

## START WITH THE CEO RETREAT

Each quarter, we meet virtually or in person to create your 90 Day Plan with clear marketing and sales goals.

# 02

## IMPLEMENT YOUR 90 DAY PLAN

With the CEO Vault full of systems, tools, and templates, you'll implement faster than ever before (aka faster results).

# 03

## SUPPORT AT THE SPEED OF BUSINESS

Weekly CEO Dates, Peer Masterminds, Expert Masterclasses, and LIVE Hot Seat Coaching? We've got you covered.



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Learn more about this 12 month group  
implementation experience!