

# BODACIOUS

## Make a cracking plan!

Write your project name here: For example, 'Project Business Growth'

**Project name:**

Now write down what you want to have achieved in six months. For example: I will have one new client in a new business stream. I will have increased my revenue in my most established business stream by 20%. I will have done a customer survey. I will have learnt about X.

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

Now think about what you need to DO to get there. Start from now and break it down into six targets.

**Month 1:** First you're likely to be scoping things out, researching, planning and putting down the foundations for your project. Taking 'Project Business Growth' as an example, month 1 might look like this:

- De-clutter office
- Do mind map of what I can offer in my target market
- Research competitors and where they are working/ who they are working with
- Go through my website and do first pass at refresh.

**Month 1 actions:**

**Month 2:** You'll be building on what you started in month 1 so your targets should be more specific. With 'Project Business Growth' for example, month 2 may look like this:

- Identify 10 potential clients in target market
- How can I get an introduction?
- Refresh relevant page on website to appeal to target market
- Arrange one meeting with potential client.

**Month 2 actions:**

**Month 3:** Now you'll be taking more steps (or strides) forward and month 3 might look like this:

- Arrange one meeting with potential client
- Write an article on the relevant topic and circulate via social media
- Seek out a speaking opportunity on the relevant topic
- Add a white paper to website on relevant topic.

**Month 3 actions:**

**Month 4:** The halfway point. While you still need to move forward, you can start taking stock of what's going well and what's not. Why not? Are you procrastinating? Are you scared of failing? Are your targets too ambitious or not ambitious enough? Can you inject more energy into something or think bigger? Month 4 might look like this:

- Arrange one meeting with potential client
- Ask for testimonials for website
- Seek out editorial opportunity in target media
- Do mid-point review.

**Month 4 actions:**

~ Mid-point review

**Month 5:** Keep going with baby steps. When you get to month 5, depending on how things are progressing, you may want to allow some time to catch up or, if you're ahead of target, add more!

**Month 5:**

**Month 6:** Last push. You should be well on your way to achieving your target(s) and completing your project. List down everything you'll need to do to get it finished. So for 'Project Business Growth' you might be revamping the website, speaking at an event, featuring in a professional journal.

**Month 6:**

Now you've got a framework to work to, break down your targets into weekly chunks.

**Eg Week 1- 4:**

- Read through the website
- Design a customer survey
- Read through the websites of three competitors
- Work out who my ideal client is in this market.

**Week 1:**

**Week 2:**

**Week 3:**

**Week 4:**

Now break down your weekly targets into TSTs (Tiny Specific Tasks). For now just plan the first 7 days, you can complete the rest as you progress through your plan:

**Eg Day 1:**

- Review the first three pages of my website: what's good, what's bad, what's missing?
- How can I translate what I'm doing on my website into other marketing materials?

**Day 1:**

**Day 2:**

**Day 3:**

**Day 4:**

**Day 5:**

**Day 6:**

**Day 7:**