

5-Year Goals - Offerings Income - SAMPLE

Offering Type	Freebie #1	Freebie #2	Digital Magazine	Supplemental Program #1	Entry Program	Midlevel Program	Signature Program	1-1 Clients	
Price	\$0	\$0	\$0	\$49	\$97	\$249	\$999	\$1,000	
Frequency offered	ongoing	ongoing	bi-monthly	ongoing	ongoing	2 x per year	2 x per year	monthly	
ppl per month	75	75	100	50	25	-	-	2	
ppl per course	-	-	-	-	-	450	300	-	
Total per course income	-	-	-	-	-	\$112,050	\$299,700	-	avg monthly
Total monthly income	-	-	-	\$2,450	\$2,425	-	-	\$2,000	\$75,500
Total annual income	-	-	-	\$29,400	\$29,100	\$224,100	\$599,400	\$24,000	\$906,000
Purpose	list building, trust building	list building, trust building	list building, trust building	list building, trust building	main offerings	main offerings	main offerings	main offerings	annual gross income
Topic	basic tool or strategy overview	basic tool or strategy overview	social media, sales funnel, content marketing	focused tool or strategy	basics	basics plus stratgey	complete course	strategy and indepth tools	
Format	pdf	email sequence	pdf	video, multiple pdfs, or email course	videos, worksheets, FB group	videos, worksheets, FB group	videos, worksheets, FB group, tech library	custom work and consulting	
Timing	automated	automated	quarterly	automated	automated	May & Aug	Feb & Oct	April, June, Aug	
Direct personal involvement	one-time	one-time	editing, layout, guest writer recruitment	one-time, automated follow up emails	one-time plus daily minimal FB group interaction	one-time plus daily heavy FB group interaction	one-time plus daily heavy forum interaction	2-60 min call per month + email support	
Required hours per week	-	-	5	-	1.25	2.5	2.5	5	16.25

5-Year Goals - Offerings Income

Offering Type									
Price									
Frequency offered									
ppl per month									
ppl per course	-	-	-	-	-			-	
Total per course income	-	-	-	-	-	\$0	\$0	-	avg monthly
Total monthly income	-	-	-	\$0	\$0	-	-	\$0	\$0
Total annual income	-	-	-	\$0	\$0	\$0	\$0	\$0	\$0
Purpose									Annual Gross Income
Topic									
Format									
Timing									
Direct personal involvement									
Required hours per week									0

6-Month Goals - Offerings Income

Offering Type									
Price									
Frequency offered									
ppl per month									
ppl per course	-	-	-	-	-			-	
Total per course income	-	-	-	-	-	\$0	\$0	-	avg monthly
Total monthly income	-	-	-	\$0	\$0	-	-	\$0	\$0
Total annual income	-	-	-	\$0	\$0	\$0	\$0	\$0	\$0
Purpose									Annual Gross Income
Topic									
Format									
Timing									
Direct personal involvement									
Required hours per week									0

Goals - Project Tasks - SAMPLE

General Instructions:

		[Example] Digital Magazine	
<p>What exactly do you want to accomplish? Be as specific as possible and make sure it's measurable and under your control.</p>	Description	Publish a digital magazine with articles obtained from experts in the field of career search, development, and stress mangement.	
<p>Think about why you want to achieve your goal and how it will help and support you. How does this goal fit into your vision for your business as a whole?</p>	The Why	Establish my business as an authority in the career industry, build my email list, promote upcoming programs, and build industry relationships for future JVs.	
<p>It's important that your goals be measurable. Use these check points as a way to monitor your progress towards your goal. They can also offer opportunities to adjust your schedule if necessary when you notice certain aspects take longer than anticipated.</p> <p><i>Use these items to fill in your monthly and weekly goals.</i></p>	Major Milestones {Measureable Check Points}	Description	Date
		Contact Contributors	15-Sep
		Obtain Articles from Contributors	15-Oct
		Design	15-Nov
		Publish	1-Dec
		Complete Marketing Campaign	15-Jan
<p>These are smaller, more tangible tasks that together help achieve the major milestones. It's just a further breakdown of all the activities that make up "achieving" your goal. This section also helps you determine what you need to work on to keep moving forward toward completion.</p> <p><i>Use these to fill in your weekly calendar with weekly goals and daily tasks.</i></p>	Smaller Tangible Tasks	Detailed Outline of Content	15-Sep
		Design Mockup	15-Sep
		Draft Letter to Contributors	15-Sep
		Design Layout, Graphics, Editing	15-Nov
		Create Backend Download Pages	30-Nov
		Autoresponder Setup	30-Nov
		Upload and Publish	1-Dec
		Develop Marketing Campaign	1-Dec
		Mktg Resources to Contributors	1-Dec

Goals - Project Task Breakdown

Goal			
Description			
The Why			
	Description	Due Date	
Major Milestones {Measureable Check Points}			
Smaller Tangible Tasks			