

# Embroidery Business Planning 2020



# Business Planning Preparation

- What am I grateful for during this past year?
- What I like about my business?
- What I don't like about my business?
- What I want to change about my life?
- What I want to change about my business?
- What brings in the most money for the least amount of effort?
- What is my biggest money maker?

- If I am offering something that I want but it is not bringing in enough money what do I do?
- If I think it could be a winner, what can I do to make it a winner?
- How much time per week am I marketing?
- What should be my focus of marketing? In the order of importance.
- What can I change in my business so that I can focus more on marketing?
- What areas do you want to focus on your marketing?

**Mission & Vision:** A summary of your “Why?” for your business

**Ideal Customer(s):** A description of who your ideal customer is

**Customer 1:**

  
  
  
  
  
  
  
  
  
  

**Customer 2:**

## Past Year:

Of your marketing or working with clients, what brought in the most money for the least amount of effort? What was your biggest money maker? Try and be as specific as you can.

Quarter 1

Quarter 2

Quarter 3

Quarter 4

## How Much Do You Need To Take Home As A Salary From Your Business?

Be as specific as you can. This also works with the Pricing Program. How much have you planned on taking as a salary? It is important that you are persistent with taking a salary each and every month. If you have specific needs, make sure to write them down.

Quarter 1

Quarter 2

Quarter 3

Quarter 4

## Where Do You Want To Be In 3 Years?

Look Forward in your business and see where you would like to be in 3 years? If you plan to retire or sell your business, what is your plan moving forward to be able to do that? What are your goals for each of the next 3 years to get this accomplished? If you are planning on continuing in business, write down those goals for the next 3 years to work on the growth of your business.

Year 1

Year 2

Year 3

# Business Goals For This Year:

Specific goals you want to achieve for your business this year. Consider your reasons for growing your business. Do not set goals that are either too large or too modest. This is important. You do not want to create a goal that you can easily reach, you want to stretch yourself and your business in order to make your goal happen.

Quarter 1
Quarter 2
Quarter 3
Quarter 4



## Marketing Strategy:

**Current Marketing Tactics:** What are you currently doing? How hours per day or week are you spending on Marketing? List any changes you want to make with your current Marketing Tactics to help them work better.

Tactic	Changes to Make	Impact on Goals

**New Marketing Tactics:** What new methods do you intend to do or Add to make your marketing more effective? List in each quarter what you will do and what the cost will be along with how it will impact your Goals for that Quarter.

Tactic	Cost	Impact on Goals
<b>Quarter 1</b>		
January	February	March
<b>Quarter 2</b>		
April	May	June
<b>Quarter 3</b>		
July	August	September
<b>Quarter 4</b>		
October	November	December

**New Marketing Campaigns:** What products or Marketing Campaigns do you plan on scheduling during each quarter? will be along with how it will impact your Goals for that Quarter. Look at your Calendar and the products you sold during each month. Create campaigns around your popular or best-selling items.

**Product To Promote**

**Was Campaign Profitable?**

<b>Quarter 1</b>		
January	February	March
<b>Quarter 2</b>		
April	May	June
<b>Quarter 3</b>		
July	August	September
<b>Quarter 4</b>		
October	November	December

**Employees** Current Employees: What are their current responsibilities and is there someone that can help you with your marketing projects?

Name of Employee	List Responsibilities	Cost (+ or -)

# New Employees or Outside Services to Add

If you plan to add new Employees during this year, in which Quarter are you going to add New Employees or Outside Services. What will be the most cost effective, an employee or an outside service? Be as specific as you can.

Employee/Service	List Responsibilities	Cost

**Processes, Systems and Tools** - Process Improvements and current Systems that you have created. -These are processes & systems throughout your entire business. The more processes and systems you have in place, the more time you will save in your daily operation.

Process or System	Changes to Make	Impact on Goals & Costs (+ or -)

**Tools or Equipment To Add** E.g., Machines, Software or other forms of Technology. Make sure you have these items built into your Pricing program so that your budget is planned for them. This is very important. Do not purchase new equipment just because you want it. Make sure it is a necessity and you have the budget to do so. Do not put yourself in a bind because it would feel good to have new equipment!

Tools or Equipment	Application	Cost (+ or -)

## Key Metrics

Past Years Revenue					
Profit					
This Year Revenue Goal	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
Anticipated Profit	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
Current Number of Clients	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
Clients to Add	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
Facebook Likes	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
Twitter Followers	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
LinkedIn Followers	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
Instagram Followers	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
YouTube Followers	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4
Number On Your Email List	Current	Quarter1	Quarter 2	Quarter 3	Quarter 4



## Weekly Milestones & Deadlines - Quarter 1

	Actions to Take - 1 per week	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

## Weekly Milestones & Deadlines - Quarter 2

	Actions to Take -1 per week	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

## Weekly Milestones & Deadlines - Quarter 3

	Actions to Take -1 per week	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

## Weekly Milestones & Deadlines - Quarter 4

	Actions to Take -1 per week	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

# Weekly Schedule Focus Times!

What is Your Weekly Milestone to Meet?

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What is your best time of the day and week to work on major projects such as a Marketing Campaign, Planning your Week, Creating videos for YouTube to promote your products, or Working on your website. You must schedule them.

	<b>Mon. (Date)</b>	<b>Tues. (Date)</b>	<b>Wed. (Date)</b>	<b>Thur. (Date)</b>	<b>Fri. (Date)</b>
<b>8:00</b>					
<b>9:00</b>					
<b>10:00</b>					
<b>11:00</b>					
<b>12:00</b>					
<b>1:00</b>					
<b>2:00</b>					
<b>3:00</b>					
<b>4:00</b>					
<b>5:00</b>					
<b>6:00</b>					

# My Weekly Schedule Focus Times Example

## What is Your Weekly Milestone to Meet?

The red squared areas are my Focus times during the week. This is when I study and work on projects each day. I have to have these times scheduled on my calendar or they would not happen.

	Mon. (Date)	Tues. (Date)	Wed. (Date)	Thur. (Date)	Fri. (Date)
8:00	Work Out		Work Out		Work Out
9:00					
10:00					
11:00		Coaching Call			
12:00		Coaching Call			
1:00	Inner Circle				Coaching Call
2:00					
3:00	Coaching Call		Coaching Call		
4:00	Coaching Call				
5:00					
6:00					

# Daily Plan for Today!

Date \_\_\_\_\_

Today's Action \_\_\_\_\_

Write down your plan Today!

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Creating your Plan for this new year will help you focus in on the right marketing strategies. If you have filled out this entire plan and follow it throughout the year, you will be able to grow your business and increase your profits through effective marketing. It is important to have a plan in front of you that you can follow and keep you on track.

Reprint your Weekly Focus Time each week to do your weekly planning on. Also print out your Plan for Today each week for however many pages per week you are working in your business.

If you have another daily planning system, you will not need to print out your Daily Plan for Today!

Always remember, the more planning you do, the smoother your operation should go! I have always found this to be true!