

Plan For Your Best Year Ever!



How To Make 2018 Your Best Year In Business To Date...

...even if previous plans haven't worked!

Tim Dodd

PLAN FOR YOUR BEST YEAR EVER

As every small business owner knows, if you're not having fun and enjoying your work, it's tough to stay motivated. And if you're not feeling motivated, it's nearly impossible to grow.

So many solopreneurs simply exist, working hard day after day, without ever loving their business, and sometimes even come to resent the very things they used to enjoy.

Or maybe you still look forward to your day-to-day tasks, but have trouble achieving your goals—or even knowing what your goals are. Business feels boring or stagnated, and you can't seem to reach that next level.

Whatever level you're at, whether you're in love with your business today or not, the only way to make the next year your best ever is to spend some time reviewing your wins, setting new goals, and planning your strategy for the next 12 months.

If that sounds overwhelming, don't worry. It's easy, and even fun.

REVIEW & CELEBRATE THE PAST 12 MONTHS

Before you can look forward, spend some time looking back. As one vintage ad proclaims, "You've come a long way, baby!" It's time to celebrate!

You have very likely accomplished a lot in the past 12 months, even if some days it doesn't feel like it.

Think back to how you started the past year, and make a list of how you've grown and improved. Keep the following life and business areas in mind as you make your list:

- Family & Relationships
- Financial
- Reputation
- Audience Reach
- Charity & Volunteer Work
- Business Vision
- Spirituality

Then write down where you were then versus where you are now for each of these areas, and any others that are important to you.

THEN	NOW

To-Do:

To make this exercise easier next year, set yourself up right from the start.

1. Create a business diary. This can be as simple as a Google calendar or a notebook in your Evernote with a new note for each day or week. Spend a minute or two at the end of every day and jot down anything you might want to remember later. For example, you might make a note about being published in Huffington Post, or getting re-tweeted by Marie Forleo.

You may also want to include things like product launch dates and results, affiliate promotions, ad campaigns and how they perform, and anything else you'll want to remember or reference later.

2. Create a "yay me" file. Here is where you'll record all the good stuff. Glowing emails from clients, exceptional reviews, and even particularly flattering photos should be saved and pulled out whenever you need a pick-me-up.

There are lots of ways to build this file, but don't be afraid to get creative. A fun scrapbook with plenty of color will lift your spirits every time you see it.

UNDERSTANDING YOUR 'WHY'

Before you can set goals or achieve anything in your business or your life, you have to understand what really drives you. What is it that truly gets you up in the morning when all you want to do is roll over and go back to sleep? What forces you to pick up the phone to call yet another potential client? What keeps you going, even when you want to give up?

Your "why" is personal. It's yours alone, and no two why's are exactly alike. More importantly, there's no right or wrong "why."

Perhaps you already know what your why is. Maybe you want to help single moms make a better life for themselves. Maybe you want to earn enough money to retire at 50 and travel the world. You might want to start a cat rescue, spend more time with your kids, or go on a mission trip to Africa. Maybe you just want to make a million dollars.

Once you know what drives you, every decision becomes easier, so before you start setting goals for next year, let's spend some time thinking about why you do what you do.

ANSWER THE FOLLOWING QUESTIONS:

If money and time were of no concern, what would I do with my days?

Looking back at my past year, what events or accomplishments made my heart light up?

If I lost everything tomorrow, what would I most miss?

If I could trade lives with anyone, who would it be and why?

With these answers in mind, spend at least an hour writing out why you do what you do. (This is not an easy exercise, and not one that can be rushed, so please take your time.)

YOUR BUSINESS VISION

You started your business with a vision in mind. You probably daydreamed about what it would look like as you sat in your day-job office waiting for the clock to tell you it was finally time to go home. Maybe you fantasized about how it would be to work from home as you scraped ice off your car in preparation for yet another cold commute in bumper-to-bumper traffic.

What did it look like, this dream business of yours? How did your ideal days roll out? Where did you spend your down time?

Chances are your vision has changed, but you very likely still have a dream of what you want your business—and your life—to look like.

Spend a few minutes and write out (in as much detail as you can) your short and long-term business and life vision.

1 year:

5 years:

10 years:

This image shows a single page of white paper with horizontal blue lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper or a document template. There are no margins, text, or other markings on the page.

GOAL SETTING

Now that you know what you want your business and your life to look like, and more importantly, **why**, it's time to set some goals to help you get there.

When setting your goals, keep the S.M.A.R.T. model in mind. Goals should be:

- **Specific**
- **Measureable**
- **Achievable**
- **Results focused**
- **Time-bound**

For example, you might set a goal to earn \$200,000 (specific, measureable and results focused) in 2016 (time-bound). If your earnings in 2015 were \$150,000, then your goal certainly meets the achievable requirement as well, making this a good (SMART) goal.

While “smart” goals are safe and expected, there’s something to be said for dreaming big, too. What if you took your “smart” goal of adding \$50,000 to your income, and followed Grant Cardone’s advice and multiplied that by 10?

In ***“The 10X Rule: The Only Difference Between Success and Failure”*** Cardone makes the case that the only way to really achieve greatness is to dream bigger and push yourself further by setting goals that others might consider unreasonable.

Try setting at least one goal in each of these areas, and don’t be afraid to take your initial goal and multiply it by 10:

Family & Relationships

Financial

Spiritual

Charity & Volunteer Work

Business Growth

BREAKING IT DOWN: YOUR YEAR AT A GLANCE

Now that you know what your goals are, it's time to break them down into manageable chunks. It's much easier to think about adding 100 people to your mailing list this week than it is to consider the monumental task of adding 5,000 people this year.

Use the table below to break your big goals into smaller, more manageable pieces.

YEARLY GOAL	MONTHLY GOAL	WEEKLY GOAL

CREATE DO-ABLE TASKS

Reaching your goals won't just happen. You have to put in the work in order to achieve new heights.

You've already broken your goals down into monthly and weekly milestones, so now it's time to plan the tasks to reach those milestones. For example, if you set a goal of adding 100 people to your mailing list each week, and you know that your landing page converts at 20%, then you need to drive 500 new people to your page. You might do that by running paid Facebook ads, sharing your URL on Twitter and LinkedIn, or buying solo ads. (In each case, you'll need to test and track to ensure you're spending and sharing in the correct numbers to reach your goal.)

WEEKLY GOAL	TASK TO ACHIEVE

RESOURCES I NEED

No business—or life—operates in a vacuum. You need help. People, tools and training are all critical to your success. Some examples of necessary resources include:

Business Tools

- ☐ Web hosting
- ☐ Mailing list manager
- ☐ Shopping cart
- ☐ Social media presence
- ☐ Landing page creator
- ☐ Webinar host

Business Training

- ☐ Email marketing & list building
- ☐ Facebook ads
- ☐ Blogging/content marketing
- ☐ Technology training

People

- ☐ JV Partners and affiliates
- ☐ Virtual assistants
- ☐ Copywriters
- ☐ Graphic designers
- ☐ Video/audio editors

When you think of your goals and vision for the coming year, make a note about the resources needed to accomplish those goals. Some of them you likely already have, some you will need to research and add to your current list.

What's missing from my business & life that will help me achieve my goals?

ACCOUNTABILITY & SUPPORT

Aside from the tools and training you'll need to achieve your goals, you'll very likely need support and accountability from others as well.

Who will keep you motivated when you just want to give up?

Who will help increase conversions on your landing pages?

Who will share different ideas and perspectives with you to help increase sales?

As a small business owner, you need a solid support system to help you get the right things done. These support people will include:

- Your spouse or significant other
- Your business partner (if you have one)
- Your mastermind group
- Your accountability partner
- Your business and/or life coach

Which of these do you currently have? Which do you need? What roles will they fill in your goal setting and business growth?

PERSON	ROLE

A LIVING DOCUMENT

The goals and task lists you've created are only the beginning. You'll continue to add to them as new ideas occur, and old ones turn out not to work (or you hate doing them, or they've lost their importance).

So don't look at any of these as a MUST do list. Look at them as a CAN do list instead.

Here's the really important thing, though: Do something every day. Pick one thing that will move you closer toward your goals each and every day, and once in a while—say once per quarter—revisit your goals and your vision and ask yourself, “Is this still what I really want from life?”

Then make your decisions accordingly.

And, of course, if you want to significantly increase the chances of achieving the goals that you've set by making yourself accountable then read on...

Discover how you can quickly attract an endless stream of your ideal clients just by taking a few simple actions every day that you already know how to do and enjoy doing...

Welcome To 3d Consulting Services' Get Clients Now! 28-Day Program!

You are about to experience the learning, coaching, and peer support provided by the time-tested *GET CLIENTS NOW!* 28-day marketing program.

In this proven and highly effective, group action format, you and a team of fully engaged participants work together with a trained coach/facilitator for 28 days in a structured program, expertly designed to capitalise on your personal strengths and bypass any perceived weaknesses in order to help you win more clients, more easily.



"Tim is deeply practical, considered & realistic in his advice about driving sales in professional services businesses.

I always leave our sessions with a list of do-able actions that will really have an impact on my sales. I'm often also left with a sense of relief that I can stop doing some things as well.

GCN is an excellent system, especially for someone like me who likes structure. Following the process & breaking my sales strategy down into steps helps me build momentum, not to mention overcoming nerves about making sales calls."

— Katy Tuncer, Executive Coach, UK

When You Realise The Long-Term Value Of A Client To Your Business & Fully Appreciate That, You'll Quickly See That Our "Get Clients Now!" Course Represents Truly Outstanding Value.

And You can participate from anywhere in the world because all classes take place online.

***Go To www.GetClientsProgram.com/details
& Register for the next 28 day Program***

What You'll Be Learning...

- ✓ How to create a 28-day marketing program that fits you & your business
- ✓ What really works when marketing professional services **AND WHAT DOESN'T**
- ✓ Marketing strategies that “play to your strengths,” & reduce any fear and self-doubt
- ✓ Where to invest your marketing effort - guided by the Universal Marketing Cycle
- ✓ Discover the missing ingredients that have prevented your marketing from getting the results you wanted in the past
- ✓ To break out of “paralysis by analysis” syndrome and discover the best choices for you to make when spending time and money on marketing
- ✓ How to increase your marketing successes and reduce & remove failures
- ✓ How doing ten simple things every day can bring you all the clients you’ll ever need
- ✓ Over 100 different tools and tactics for marketing your business
- ✓ And much, much more...



“I owe you a million thanks. I doubled my business in twelve months using the book and program. It simply works.”

— **Nick Irons**, Personal Trainer

Who Takes the **GET CLIENTS NOW!** Program?

*Accountants • Actuaries • Architects • Business Consultants
Chiropractors • Dentists • Engineers • Estate Agents • Event Planners
Executive Coaches • Financial Advisors • Freelancers • Golf Pros
Health Practitioners • Insurance Brokers • Investment Managers
Interior Designers • IT Professionals • Lawyers • MLM Distributors
Photographers • Property Developers • Recruitment Consultants
Speakers • Sports Coaches • Surveyors • Therapists • Trainers
Translators • Travel Agents • Writers • Web Designers • YOU!*

This is a fully immersive program and is for you if you’ve decided that now’s the time to “stop playing” at your business and really “take it forward” seriously.

You may find it a little intense at times (but, as you’ll discover, that’s a good thing), however you will, in return, get a great deal of encouragement and support and last but not least, you’ll benefit hugely from a double dose of accountability. And it’s only by making yourself accountable that people ultimately succeed because

accountability is, by far and away THE single most important ingredient for success that the majority of self-employed business owners overlook!

If you've got business goals you want to but haven't yet achieved because you didn't have the time, energy, or focus – or perhaps weren't sure where to start – this fully immersive program is precisely what you've been looking for.

"Not only did it provide a very methodical approach to marketing that did not require much of a budget, but it also helped us understand where we'd been falling short...

The program inspired us to set & meet aggressive goals... a powerful system that levels the playing field."

— Patricia Rivera, *translation agency owner*



"GET CLIENTS NOW! has been the single most powerful success ingredient in my business. I have seen a four-fold increase in business, have a pipeline that is overflowing, & a cadre of referral partners and strategic alliances...

I went from stuck & stymied to committed & cashing in because the GCN program taught me how...

— Kathy Sullivan, *Web Designer*

How Much Would It Be Worth To You To Have Your Own Proven System In Place To Use Whenever You Need To Attract More New Business? I Bet It'd Be More Than The Cost Of The Course!

Participate from anywhere in the world because all classes take place online & are recorded & made available to you to keep and replay at your convenience.

**Visit www.GetClientsProgram.com/details
& Enrol on the next 28 day Program**

What You Get By Enrolling...

- ✓ Two powerful 90-minute online seminars ([webinars](#)) (you can login from anywhere — no special equipment required) that follow a workshop format...
- ✓ Session 1: How the Get Clients Now! system works to produce results quickly. What marketing strategies, tactics, tools, and goals might be best for you.
- ✓ Session 2: A Live working session, where you design your own customized 28-day marketing plan, which you can use over and over, month after month to get results.
- ✓ Five sessions of small group coaching to provide accountability, perspective, support and guidance from the coach / facilitator as well as from your peers.
- ✓ A toolkit of tested sales and marketing techniques to choose from.
- ✓ Daily program-specific and motivational emails to keep you focused & on track.
- ✓ Your own customized 28-day marketing plan that you can use over and over
- ✓ Coaching, accountability, perspective, and support from your coach and your team
- ✓ **CLIENTS!**



"...the best marketing system for consultants and coaches I've ever seen... a lead-generating system matched to your personal skills and inclinations... you'll find that getting clients is a lot easier than you ever thought it could be."

— Michael Knowles, Business Consultant

If You're A Professional Service Provider Like Michael, Then You'll Find This Course Absolutely Invaluable As Well As Being Truly Delighted By The Excellent Return on Investment You'll Only Really Get To Appreciate After You've Completed It!

Jump on our private, twice-weekly webinars from wherever you are in the world and enjoy the camaraderie of a group of like-minded individuals, all equally determined to succeed.

**Visit www.GetClientsProgram.com/details
& sign-up for the next 28 day program**

Usual Program Structure & Times:

Laying the Foundation: Diving into the Get Clients Now! Program

The Thursday, Before the 28-day Program Starts In Earnest 1½ – 2 hours
18:00 P.M. – 20:00 P.M. London Time

Live working session to create your personal 28-day Program

The Friday, Before the 28-day Program Starts In Earnest 1½ – 2 hours
18:00 P.M. – 20:00 P.M. London Time

Program Kickoff Session

Monday– 1 hour
18:00 P.M. – 19:00 P.M. London Time

Accountability & Coaching Sessions Fridays

Next 3 Fridays – 1 - 1½ hours
18:00 P.M. – 19:30 P.M. London Time

Final Accountability Call & Wrap Party Friday

Final Fridays – 1 - 1½ hours
18:00 P.M. – 19:30 P.M. London Time

See Website For Live Program Dates & Times:

And there's always a little extra surprise bonus for you...

As a BONUS, you're also invited to attend an informal, live working hour every Tuesday from 18:00 – 19:00 PM GMT during the program.

This hour is a dedicated time each week for you to get help with your Get Clients Now! activities and connect more personally with your fellow participants.

All session times listed are London Time (GMT or BST)
18:00 PM GMT London /11:00 AM Pacific Time (PT) /14:00 PM Eastern Time (ET)

Please note daylight savings time starts on Oct 29 in the UK & Nov 5 in the US. If you're calling in from outside the US, this may affect the times of the calls listed above.

Participate from anywhere in the world! All sessions take place via WebinarJEO video conferencing. All sessions will be recorded and made available to participants after the call in the event you can't make it for some reason.

If You've Ever Had A Challenge Knowing Who To Approach, How To Follow Up With Them, How To Present Your Offer Or Find It Difficult Closing Sales - This Course Is Exactly What You Need!

You'll Find The Price On The Website. It'll Be A Lot Less Than You Expect & Represents Truly Outstanding Value For What You Actually Receive.

Visit www.GetClientsProgram.com/details & Book Your Place Now

*Just Remember, Rome wasn't built in a day,
however, my 100% commitment to you is...*

*to provide an outstanding and memorable, momentum creating,
business-changing experience along with vital encouragement
and specific guidance to ensure that by the end of the 28 day
course you will not only have taken several significant steps
towards being able to attract new clients at will but also feel
confident that you can use this system to identify the
necessary action you need to take if you ever again find
yourself struggling to attract new clients in the future.*

Tim Dodd

The Only Commitments You Need To Make Are That You'll...

- ✓ Ensure you have a copy of [Get Clients Now! by C.J. Hayden \(3rd Edition\)](#).
- ✓ Attend and participate in the weekly calls.
- ✓ Set aside time on your calendar to do the daily & weekly actions you've chosen to do.
- ✓ Stick with the program for the full 28 days
- ✓ Keep your eyes wide open everywhere for ideal clients
- ✓ Have fun & enjoy it

And if you do all that...

I'm certain that this course will provide you with everything that you want it to... and more!



"I have just completed working the GET CLIENTS NOW! program...

I got four new clients, lined up five workshops, two speaking engagements, and had an article written about me in the local paper!"

— Tifin Kutch Dillon, Life Coach