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Business Planning for the Month

Challenges/Problems and Solutions

What challenges/problems will I solve this week? Week:

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I will offer the following solutions...

I will offer the following solutions...

I will offer the following solutions...

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Business Planning for the Month

Prospects to Customers

What type of **customers** do I need to reach out to this week to build relationships and purchase from my store? Where are they located?
Week:

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Week:

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Week:

Business Planning for the Month

Customer Acquisition & Retention Plan: Week 1

Social Media/ Influencers:	One on One Meetings	Email	Signage	Website	Attend networking events	
10 people before 10 p.m.	Exhibiting	Product Demonstrations	Social Media Hunting	Stranger Marketing	Create own networking event	
Events	Speaking engagements	Referral Programs	Social Media Ads	Cause/Movement Marketing	Build List	
Challenges	Blogs, newspapers, magazine	Complimentary Businesses	Podcasts	Interviews		

Day	Activity	Time	Contact Info	Build Relationship	Sell Products/ Services	Education	Outcome
1							
2							
3							
4							
5							
6							
7							

Business Planning for the Month

Customer Acquisition & Retention Plan: Week 2

Social Media/ Influencers:	One on One Meetings	Email	Signage	Website	Attend networking events	
10 people before 10 p.m.	Exhibiting	Product Demonstrations	Social Media Hunting	Stranger Marketing	Create own networking event	
Events	Speaking engagements	Referral Programs	Social Media Ads	Cause/Movement Marketing	Build List	
Challenges	Blogs, newspapers, magazine	Complimentary Businesses	Podcasts	Interviews		

Day	Activity	Time	Contact Info	Build Relationship	Sell Products /Services	Education	Outcome
1							
2							
3							
4							
5							
6							
7							

Business Planning for the Month

Customer Acquisition & Retention Plan: Week 3

Social Media/ Influencers:	One on One Meetings	Email	Signage	Website	Attend networking events	
10 people before 10 p.m.	Exhibiting	Product Demonstrations	Social Media Hunting	Stranger Marketing	Create own networking event	
Events	Speaking engagements	Referral Programs	Social Media Ads	Cause/Movement Marketing	Build List	
Challenges	Blogs, newspapers, magazine	Complimentary Businesses	Podcasts	Interviews		

Day	Activity	Time	Contact Info	Build Relationship	Sell Products /Services	Education	Outcome
1							
2							
3							
4							
5							
6							
7							

Business Planning for the Month

Customer Acquisition & Retention Plan: Week 4

Social Media/ Influencers:	One on One Meetings	Email	Signage	Website	Attend networking events	
10 people before 10 p.m.	Exhibiting	Product Demonstrations	Social Media Hunting	Stranger Marketing	Create own networking event	
Events	Speaking engagements	Referral Programs	Social Media Ads	Cause/Movement Marketing	Build List	
Challenges	Blogs, newspapers, magazine	Complimentary Businesses	Podcasts	Interviews		

Day	Activity	Time	Contact Info	Build Relationship	Sell Products /Services	Education	Outcome
1							
2							
3							
4							
5							
6							
7							

Business Planning for the Month

Developing me and my team

Week	Personal Development	Accountability	Leadership/ Team Building	Industry Knowledge	Industry/Company Events	Mastermind/ Sounding Board

Other tools: Sign up for google alerts: your name, company, competitors, industry

Business Planning for the Month

Financial Matters

Create your annual projections using <http://bit.ly/finprojection> and review daily/weekly/monthly to see where you are.

	Week 1	Week 2	Week 3	Week 4	Adjustments
Budget					
Actual					
Budget					
Actual					
Budget					
Actual					
Budget					
Actual					

Business Planning for the Month

Assumptions/Notes/Prepare for next month

Week 1	Week 2	Week 3	Week 4