



2019

Business Planning

A Guide For the Modern Entrepreneur

Hey There Beautiful!

My name is Breeya Johnson and I am a holistic success coach. I am so excited to be on this journey with you to kick-start your 2019!

Do you need to develop a balance of work and personal life?

Or

Are you just starting a business and overwhelmed with everything? I mean everything, starting a business is hard stuff and comes with a long to-do list.

Or

Do you just refuse to have another year like last year? If that is you, do not feel down or alone I was once in your shoes and we are going to tackle this together.

Moment of Truth: I had many business fail all around me and I just could not find the balance or the time to think about balance so, when I say I have been there I mean it. What the most frustrating thing about it all was, once I stumbled into my bed and began to reflect on the day I quickly realized I did a whole lot of nothing.

Do you feel like you do a whole lot of nothing in your day? OR spend way too much time on a single task?

I am telling you, there is just nothing like being overwhelmed with a to-do list, completely confused on what is next and overwhelmed with the thoughts on missing out on "life". Entrepreneurship can be so lonely at times and for a lot of people that is the single reason their business fails on top of not being strategic and organized. So, I am so glad you decided to get some clarity for your life, your business and your purpose.

I have created a guide for people like you and me to get over those hurdles and have a productive and profitable 2019! Clarity all starts with getting your thoughts organized into a vision.

Hope your ready for a true tough love session; we are going to undercover your 2019 vision so, that we can formulate a strategic plan tailored to your goals. As always, feel free to reach out if there are any questions I am here to help!



- Breeya

“In order to carry a positive action we must develop here a positive vision”

-Dalai Lama

Vision

Reimagine yourself, who do you want to become? What do you want to accomplish in 2019? Write down your goals in each category to keep you on track while developing your 2019 business plan.

1

*Personal
Development*

2

Business

3

Habits

Need some thought provoking questions?

1

What does the 2019 YOU look like?

3

What are 3 things you wish you could have accomplished in 2018?

5

How much money do you need to make to live your dream life?

7

What does your social life look like in 2019?

9

How are you impacting your community in 2019?

2

What would you like to accomplish in your personal development?

4

What is your business going to accomplish in 2019?

6

How much product do you need to sell to make your dream amount?

8

How many vacations do you want to go on?

Business Plan

When writing your new business plan for the year keep in mind these 5 key components

1

Social Media Marketing Plan

Creating a social media marketing plan based on your target audience is crucial to your success in 2019.

2

Coaching/ Mentorship

Stop trying to do this alone. Get a mentor or a coach to keep you accountable this year.

3

Effective Marketing Plan

it is time to stop wasting money on Ads and flyers that do not work. Create a plan tailored around your target audience's statically purchasing behaviors.

4

Check Points

Implement checking points throughout your plan. Every great business plan has deadlines and accountability check points to keep them on track with their goals.

5

End-Goal

Aimless shooting leads to exhaustion. Keep your plan surrounded around one or two "big" goals. There needs to be a pot at the end of the rainbow so you do not feel purposeless



Calendar Your Year Here:

Create 3 check points each month that will lead you to accomplish your end goal.

Jan

1. _____

2. _____

3. _____

Feb

1. _____

2. _____

3. _____

March

1. _____

2. _____

3. _____

April

1. _____

2. _____

3. _____

May

1. _____

2. _____

3. _____

June

1. _____

2. _____

3. _____

July

1. _____

2. _____

3. _____

Aug

1. _____

2. _____

3. _____

Sept

1. _____

2. _____

3. _____

Oct

1. _____

2. _____

3. _____

Nov

1. _____

2. _____

3. _____

Dec

1. _____

2. _____

3. _____

Wait!

We have some great tools for you to make your 2019
the best year yet



Holistic Success Coaching

Empower Holistic Success Coaching is all about personalized strategic coaching for Women Entrepreneurs to find true happiness and abundance in life. With one-on-one coaching I want to help other entrepreneurs not only find their true purpose but align their entire life to manifest the life they have always wanted. In each one-on-one session we will create accountability on a wide array of topics. From there we will, together, make a strategic plan on how to overcome any limiting beliefs or obstacles that may be in your path.

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