



How to plan your wellness business goals – and achieve them!

the workbook

IINH Nutrition
& Health

WELLNESS BUSINESS MENTOR
vicky shilling



What's your vision?

Let's build an idea of your ideal business. No limits, no boundaries. No worrying about 'how.' Anything is possible.

Imagine yourself with your dream wellness business. How would your ideal work day/ week look?

What will you be doing? Who are you working with? How are you feeling?

What are you doing *more* of compared with now? What are you doing *less* of?



What's your vision?

What opportunities come your way?

Where are you living? How do you spend your time outside of work?

How much do you have in your bank account right now? What does that money enable you to do?



What's your vision?

What is your version of success?

What does balance look like to you in this vision of the future?

What are your non-negotiables? What don't you want to do? Who don't you want to work with?



What's your vision?

What beliefs do you have about yourself in the future?

What have you let go of in the future in order to make your goals possible?

What does your future self want you to know?



Yearly intentions

Write down 1-10 intentions for the year.

These are hopes, commitments, big figures, dream numbers and juicy, exciting points to work towards.

These should light you up right now. And they should help you move towards your vision of the life and work you want.



Annual planner

If your intentions can be mapped onto a calendar or will happen at set times in the year, add them in to this planner so you can see where the spaces or bottle necks appear. Remember to add holidays and breaks.

Two spreads are provided in case you are doing this at a mid-point in the year and want to plan across two calendar years.

Quarter 1

January	February	March
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Quarter 2

April	May	June
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Quarter 3

July	August	September
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Quarter 4

October	November	December
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Quarter 1

January	February <i>Release my book!</i>	March <i>Online Summit</i>
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Quarter 2

April <i>Podcast season 6</i>	May <i>Run mini-course</i>	June
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Quarter 3

July	August <i>MONTH OFF!</i>	September <i>Podcast season 7</i>
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Quarter 4

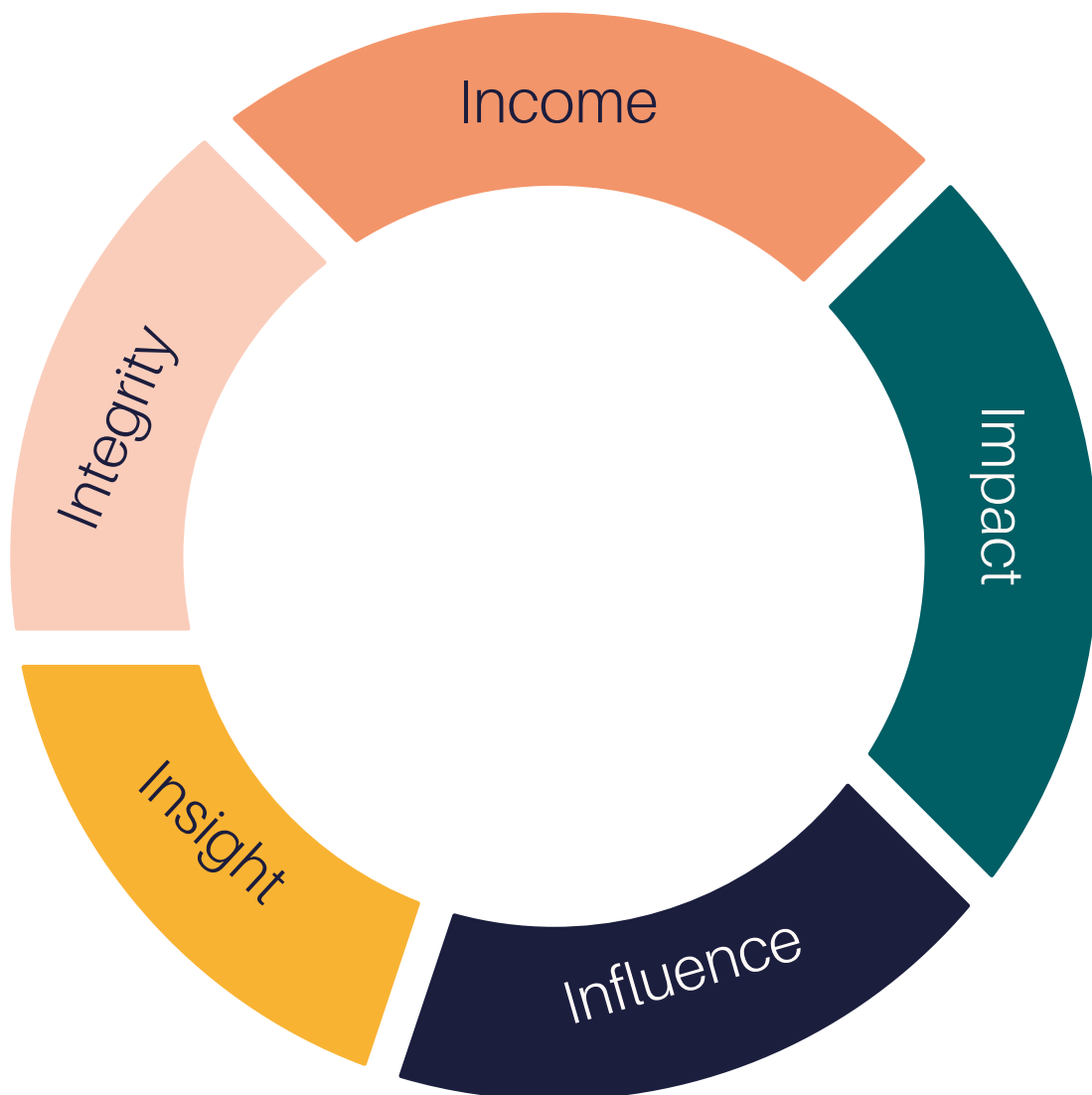
October <i>Retreat</i>	November <i>Just Start Now Live</i>	December
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90 Day Goals

We are looking to get a set of 90 day goals that look like this:

It is the [date 90 days from now] and I....

- Have earned X amount of money
- Have helped X number of clients through X offers
- Have promoted myself in these ways X
- Have learned and acquired X skills
- Am able to achieve all this because I have X





90 Day Goals

My income goal for the next 90 days is::

This is how I'm going to break it down into a specific and measurable goal to aim for over the next 90 days:

Month one:

Month two:

Month three:



90 Day Goals

My impact goal (how many people I want to help and what products/services I will be selling them) for the next 90 days is::

This is how I'm going to break it down into a specific and measurable goal to aim for over the next 90 days:

Month one:

Month two:

Month three:



90 Day Goals

My influence goal(s) (how I plan to market myself) for the next 90 days is/are::

This is how I'm going to break it down into a specific and measurable goal to aim for over the next 90 days:

Month one:

Month two:

Month three:



90 Day Goals

My insight goal(s) (what I need to learn / not learn(!)) for the next 90 days is/are::

This is how I'm going to break it down into a specific and measurable goal to aim for over the next 90 days:

Month one:

Month two:

Month three:



90 Day Goals

My integrity goal(s) (what boundaries I need to maintain) for the next 90 days is/are::

This is how I'm going to break it down into a specific and measurable goal to aim for over the next 90 days:

Month one:

Month two:

Month three:

90 Day Goals

Let's summarise:

The date 90 days from now is:

And I....

(insert a summary of your 90 day goals from the previous pages)

- *Have earned X amount of money*
- *Have helped X number of clients through X offers*
- *Have promoted myself in these ways X*
- *Have learned and acquired X skills*
- *Am able to achieve all this because I have X*

90 Day Goals

The date 90 days from now is: 31st March 2024

And I.....

(insert a summary of your 90 day goals from the previous pages)

- *Have earned X amount of money*
 - *Have helped X number of clients through X offers*
 - *Have promoted myself in these ways X*
 - *Have learned and acquired X skills*
 - *Am able to achieve all this because I have X*
-
- *Have earned €10,000*
 - *Have worked with 10 1:1 clients paying me €1,000 each*
 - *Have started my website ready to publish in Q2*
 - *Have run a free webinar and promoted my services to the attendees*
 - *Have attended 3 x networking events*
 - *Have invested in a course to help me write my website copy*
 - *Have taken weekends completely off*



Actions

Take one of your 90 day goals and write down all the ways you could make it happen. Circle or highlight the ones you are going to do.

Take out your diary or planner and write these actions in on the days you're going to do them. Repeat as many times as you need.

My 90 day goal is:

I could achieve this by:

These are the actions I'm committing to take (add these to your planner on the appropriate day or week to make them happen):



Actions

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My quarterly goal is:

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Take out your diary or planner and write these actions in on the days you're going to do them. Repeat as many times as you need.

My quarterly goal is:

Book 2 new 1:1 clients

I could achieve this by:

- *Writing a post about 1:1 work on Instagram*
- *Boosting post on Instagram*
- *Ask friends and family to share my offer*
- *Share my offer in WhatsApp group*
- *Find a local Facebook group I can share my offer in*
- *Print a leaflet and ask to put it up in the local cafe*
- *Attend a networking event and share about my offer with at least 1 person*

These are the actions I'm committing to take (add these to your planner on the appropriate day or week to make them happen):

- *Writing a post about 1:1 work on Instagram*
- *Ask friends and family to share my offer*
- *Find a local Facebook group I can share my offer in*
- *Attend a networking event and share about my offer with at least 1 person*



Protective beliefs

My 90 day goal is:

These are the actions I'm committing to take:

If I'm honest, these are things I've been doing instead / what I'm likely to do instead of the actions above when left to get on with it:

Think about: procrastination, perfectionism, proving yourself, passive behaviours, paralysis, placating.



Protective beliefs

When I imagine actually doing my actions (or being banned from doing all the things I'm likely to do instead) my worries and fears are:



Protective beliefs

Which are signs that my underlying protective belief(s) is/are:

Protective Beliefs are designed to protect you from: rejection, conflict, success, judgement, failure, complexity and disappointment

Phrase these as "I believe that..."



Protective beliefs

Now I can see my protective beliefs in black and white, I get to decide whether to keep them. And if I want to swap them out for something more supportive of taking action instead, like:

A large empty rectangular box with a dark teal border, intended for writing or drawing.



For more on starting and
growing a wellness business go to:

www.vickyshilling.com

WELLNESS BUSINESS MENTOR
vicky shilling

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