

Weekly Business Growth Action Planner and Tracker

Stacy Hartmann, CPC, ELI-MP

Purpose

To focus on the activities every week that lead to the highest likelihood of growing your business coaching practice.

Benefits

By diligently planning your week around how you are being visible in your message, connecting with people who are engaging with your message, and doing complimentary sessions, your business will grow much more quickly. It will focus your attention on the highest revenue generating activities first. Second, it will free up time to work on other creative projects with more flow and ease. This tool also supports coaches in staying detached from the outcome and solely focusing on the actions that are 100% within their control.

How to Use This Tool

At the beginning of each week, fill out the weekly action plan. Clearly commit to where you are going to be visible, identify contacts to nurture the relationship and who you are going to invite into a complimentary session. Once the action plan is filled out. Simply check off the activities as you complete them to feel a sense of accomplishment every single week.

Weekly Action Plan and Tracker

Connecting with ideal leads, prospects, and clients builds your business. Stay focused on the exact activities that will increase your income and impact!

The week of: _____

ACTION FOCUS #1: Visibility and Growing an Audience

List up to 5 activities that will put you in front of your ideal potential clients this week that also position you as an expert. A few examples are the following: post high value content in Facebook groups and your own social media profiles, a Facebook Live broadcast, attend a networking event, host a workshop, write an article/blog post, speak at an event, or connect with a strategic partner to get in front of their audience.

☐ 1. _____

☐ 2. _____

☐ 3. _____

☐ 4. _____

☐ 5. _____

ACTION FOCUS #2: Deepening Relationships

Reach out to 1-10 ideal prospects via FB messenger, LinkedIn, phone calls, or texts to invite them into a complimentary coaching session.

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____
- ☐ 4. _____
- ☐ 5. _____
- ☐ 6. _____
- ☐ 7. _____
- ☐ 8. _____
- ☐ 9. _____
- ☐ 10. _____

ACTION FOCUS #3: Sales Conversations

Connect with at least 1-3 people a week with a complimentary coaching session and offer your coaching services. List their name and notes below.

☐ 1. _____

☐ 2. _____

☐ 3. _____

RESULTS: How many new clients did you create this week?

Credit: The concepts inherent in this article are the author's interpretation of materials issued by iPEC®.