

STEP 1: Revenue Goals For Next 12 Months

REV	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Week 1												
Week 2												
Week 3												
Week 4												
Month Goal												

NOTES:

Brad Ross Presents
IT FACTOR
LIVE

STEP 1: Revenue Goals For Next 12 Months

1. What is your 2019 revenue goal?
2. What do you need to do to get there?
(# of clients, sales, promotions, etc)
3. What are your check points throughout the year?
(quarterly, monthly seasonally?)

STEP 2: Review the LAST 12 Months

1. Name of shows/ gigs/ products/ services
2. How did you sell these items (online, face-to-face, email, phone)
3. Date(s) sold
4. What were the results
5. Details of sale (number of promotions, size of audience)
6. Time/ Season Dependency Issues
7. Currently Available to Promote

STEP 2: Review the LAST 12 Months

1. Start with what worked last year.

- A. Look for revenue spikes
- B. Was there one event or promotion you would do again if you could?
- C. Was there one type of client you love and how did you get them?
- D. Will it still work this year?
- E. Go through 36 months worth of sales figures

2. What did NOT work last year?

- A. WHY didn't it work?
- B. Do you want it to work?
 - i. If so, what do you need to do differently to make it work?

STEP 3: Plan Your NEXT 12 Months

1. Decide on monthly/ seasonal themes.

Great place to find ideas is www.HolidayInsights.com

Jan	Feb	Mar	April	May	June
Health/ Fitness	Valentines	Easter	Passover	Cinco de Mayo	Father's Day
Resolution	President's Day	St. Patrick's Day	April Fools	Kentucky Derby	Graduation
Diet	Black History	March Madness	Spring Break	Spring Cleaning	Flag Day
Organization	Heart Health	Women's History	Baseball Starts	Armed Forces	Summer Starts

STEP 3: Plan Your NEXT 12 Months

www.HolidayInsights.com

July	Aug	Sept	Oct	Nov	Dec
July 4th	Back To School	Labor day	Halloween	Thanksgiving	Hanukkah
Canada Day	Football	Fall	Columbus Day	Elections	Christmas
BBQ	Olympics	Grandparents Day	Pumpkin Spice EVERYTHING	Black Friday Shopping	New Years
Vacations	Left Handers' Day	Oktoberfest	Rosh Hashanah	IT FACTOR LIVE!	Tax Write Offs LAST CALL

STEP 3: Plan Your NEXT 12 Months

1. Put your promotions in the right months

PROMO	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Week 1												
Week 2												
Week 3												
Week 4												

STEP 3: Plan Your NEXT 12 Months

2. Break out revenue projected based on promotions planned

REV	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Week 1												
Week 2												
Week 3												
Week 4												
Month Goal												

STEP 3: Plan Your NEXT 12 Months of NON-REVENUE Goals

- 3. List them out... Such as examples like these...**
 - A. Start a blog**
 - B. Speak**
 - C. Write a book**
 - D. Start a Podcast**
 - E. Increase #'s of Social Media Followers**
 - F. Use your imagination, creativity, entrepreneurship**

STEP 4: Identify Gaps

1. Which months have shortages?

REV	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Week 1												
Week 2												
Week 3												
Week 4												
Month Goal												

STEP 5: Fill The Gaps

- 1. Write down the months with gaps**
- 2. See if there are promotions you could duplicate**
- 3. Are there unused promotions?**
- 4. Fill the gaps!**

STEP 6: Spot Check & Adjust

- 1. Are the goals realistic?**
- 2. Do they need to go up or down?**
- 3. Can you do this from a time/hours stand point?**
- 4. Do you need help to make this happen?**

STEP 6: Spot Check & Adjust for Seasonality

5. Are there slow and busy months?

(are there ways to overcome that... or schedule vacations?)

6. Push low dollar items, services, offers, etc?

(things that can be offered for a lower rate to bring in cash-flow?)

7. High transaction items

STEP 7: Other Needs

- 1. What other products/ services will be needed?**
- 2. What other software will be needed?**
- 3. What people do you need to help accomplish this?**
- 4. Other tools/ classes/ resources?**