

Annual Business Success Planner

Annual Business Goals Template

CREATIVE BUSINESS SUITE
www.creativebusinesssuite.com



Creative Business Suite

About Creative Business Suite

Creative Business Suite is a Training and Coaching Agency for Small Online Business Owners, such as coaches, trainers, consultants, service providers and online affiliate marketers who seek to grow their business, have financial freedom and take charge of their life. We help our clients figure out the missing pieces in their business for them to grow a highly sustainable business, by helping them open up to committing wholly to taking action steps that lead to their end goal.

Founded by Mutiat Adebawale, the CBS team has helped hundreds of small business owner transform their business and life. We provide coaching support on how to start, grow and fund a business, how to attract ideal customers and have cash flow clarity. We also teach strategies to grow your email list, get visible, market yourself and your services and leverage your time and knowledge in closing in more revenue by using simple automations to manage your business processes for convenience and freedom.

Providing free resources is one way we give back to the universe that has allowed us grow, thrive and impact many people and we are very grateful for that.

For all the success you can have,

Joy& Love,

Mutiat Adebawale



BUSINESS SUCCESS PLANNER



**Set your Goals and Plan
Your Way to Success in
2019**



- ✓ Set Smart Goals
- ✓ New Strategies
- ✓ Brilliant Template
- ✓ For Successful Business Owners

ANNUAL BUSINESS SUCCESS PLANNER

Setting Your Business Goals

This Annual Business Success Planner has been created to help you plan, set and track your goals. Use the instructions below to clearly state your goals as well as how to achieve the goals you have set and how to track them. This resource is equipped with all the information you need to make your business dreams a reality, in 2019.

This template was designed with planning annual goals in mind, however, you can choose any time period which suits your needs. You may choose to define quarterly or monthly goals. Or you may choose to define two different timeframes for your goals such as five year goals and annual goals, or annual goals and quarterly goals. The key to success is to make sure your goals are well planned so that you achieve them with less stress. The aim of planning is to take away the overwhelm people face in business or at least, reduce the stress extensively so that you can enjoy the process.

Important things to note when designing your Annual Goals

Annual Goals –

Annual goals in your business are expected to be broad, covering different fragments of your business, defining the general direction you want to take your business over the next twelve months. When setting your goals and mapping out plans for your business, it is important that your overall plans support your mission statement, vision for your business and represents what your business stands for.

This template has been created so that you can define your business goals in all areas that are important to most businesses looking to grow and expand.

Set Clear Objectives – With each goal you set, it is important to set clear objectives for which the goal was set. This will be a guiding framework to follow, when carrying out the goal and also, the objective with create direction and purpose so that you don't lose focus and get derailed along the way. The objective further defines the goal by giving it more detail and clarity and should be written in a few sentences or a short paragraph. It is assumed that all objectives are to be achieved within the timeframe of this document (annual - end of the specified year; quarterly - end of specified quarter; monthly - end of specified month; etc.) so it's not necessary to include the time frame in the objective. If the timeframe is beyond the amount of time defined in this document then you should redefine your objective so it fits into that timeframe. Examples of business objectives are provided later in this document.

How to achieve your goals - (Strategy) – When we talk 'Strategies', a lot of business owners ask, "what are strategies?" Business Strategies are simply the ways, techniques or methods you want to execute in achieving your goals. They actually define the approaches you're going to take in order to achieve your stated objective. For example, if you plan to attract 100 highly qualified clients to your business, you have to define methods to achieve this and all these methods will become your strategies – E.g. cold calling, building an email list, online advertising, creating conferences, etc. Or, if your goal is to develop brand awareness then your strategies may include; Facebook Ads, Billboard Ads, press releases, print advertising,

tradeshows, product displays or other social media, organizing workshops, webinars, etc.

Tracking and Measuring your goals' performance – This is important if you are committed to achieving real success in your business because without effectively measuring your goals and results, you will just be throwing water in the well and not knowing whether you are making any progress or not, or better still, you will not be able to track what methods or strategies work best for you or where to improve, etc.

Measuring your performance is perhaps the most important part of developing your annual business goals because it provides a specific list of actions which need to be accomplished, improved upon or removed from your list. Good practice is to review your annual business goals either quarterly or monthly and check off which performance measures you've achieved. It is also a good practice to mark out ways to track specific strategies you are using to achieve your goals – e.g, know how to track links added to your online posts. Ads, pictures, etc, in order to know how many people clicked your link, signed up for your programmes, bought from you, etc. You can also add codes to your offline promotions as a way to track performance effectively.

Below are some examples of Annual Goals including Objectives, Strategies and Performance Measures. Use this template as a basis for developing the annual goals for your business. You can also have one document for short term goals and another for long term goals.

Areas you can set goals in your business

Branding
Marketing
Business Operations
Sales (Business models)
Products – (Types and Categories)
Service(s) provision and delivery
Business Finance/management

Recruitment (staffing, suppliers, outsourcing)
Profit/tax
Growth
Holidays

For each goal, have an overall title, then you can create sub titles under each one if need be, then state the objective for each goal and how you intend to achieve the goal, to make it explicit and well detailed.

E.G – Goal 1 – Branding

Objective: Create authentic brand awareness and develop excellent customer relationship. Generate 1,000,000 business leads and attract 500 new high ticket corporate clients through high quality branding.

Strategies – Billboard Advertising

Magazine features

Website promotion/blog posts

Tradeshows

Web Summits, live conferences

Local Newspaper feature

Offline prints and distribution

Online prints/distribution

Weekly email to subscribers

Free workshops

Events Sponsorship

Press Release

Free video training

Social media posts

Online Advertisements – Facebook, Instastories, Google search, etc

Tracking and measuring performance

E.g, Review strategies and performance

1. Offline Ad performance - 'How many products were sold based on poster distribution – using code XYZ?
2. How many people attended live workshop, how many people bought, how many people signed up for further contact, etc?

With tracking and measuring of your goal's performance this happens after specific actions have been taken which then gives you the opportunity to see how successful the strategies and actions you have taken have been.

Now, over to you. Use the template below to set your goals and plan for the success of your business in 2019.

Business Name

Year in View - (This is the year you are planning for, e.g., Planning for 2019 in 2018)

Date

Annual Business Goals List (You can list as many or as few as you want)

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

GOAL 1 –

OBJECTIVE

STRATEGIES

TRACKING & PERFORMANCE = RESULTS

WHAT NEEDS IMPROVING AND WHY?

WHAT'S WORKING WELL AND WHY?

GOAL 2 -

OBJECTIVE

STRATEGIES

TRACKING & PERFORMANCE = RESULTS

WHAT NEEDS IMPROVING AND WHY?

WHAT'S WORKING WELL AND WHY?

GOAL 3-

OBJECTIVE

STRATEGIES

TRACKING & PERFORMANCE = RESULTS

WHAT NEEDS IMPROVING AND WHY?

WHAT'S WORKING WELL AND WHY?

GOAL 1 –

OBJECTIVE

STRATEGIES

TRACKING & PERFORMANCE = RESULTS

WHAT NEEDS IMPROVING AND WHY?

WHAT'S WORKING WELL AND WHY?

GOAL 1 –

OBJECTIVE

STRATEGIES

TRACKING & PERFORMANCE = RESULTS

WHAT NEEDS IMPROVING AND WHY?

WHAT'S WORKING WELL AND WHY?

Once you have set your goals and clear about your objectives and strategies to achieve them, then start taking actions consistently to bring your goals to life. It may not happen overnight, but for as long as you consistently take the right actions, you will achieve your goals.

Other things you may want to be mindful of include; believing in yourself because if you don't, no one else will do and having the right mindset whilst you through the journey is also important. You also want to surround yourself with people who will assist you to achieve your goals and seek help where necessary. Don't forget to learn as you go and be keen to invest time, money, love and acceptance on yourself.

Do you need more help to grow your business exponentially in 2019? Get free resources here: www.creativebusinessuite.com

Need one-one coaching and guidance, sign up here:
<https://creativebusinessuite.com/strategic-business-coaching>

Need to contact us, email – hello@creativebusinessuite.com

Keep planning, never stop planning, execute as you go!

Joy & Love,
From all of us at Creative Business Suite



