

# Shine Bright

90 DAY PLANNING

SHINE AND RISE MASTERMIND

INSPIRE | MOTIVATE | GENERATE

# FIRST THING'S FIRST – GET CLARITY

- ❖ You absolutely need clarity on everything in life. Get super clear on what you want to achieve in life
- ❖ The main thing that will stop you achieving your goals is when you face obstacles. Think about:

*“What will be the main obstacles to achieve the goal/vision?”*

*“What will I do to prevent or overcome the obstacles?”*

The research shows that when you:

1. Know exactly what obstacles you'll face – e.g my copy for my workshop and the Event Brite page
2. Plan for how you'll overcome those in advance

You've got **94% higher** probability to achieve your goals.

# WHERE SHOULD I FOCUS AND WHAT IS THE NEXT LEVEL?

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DON'T JUST FOCUS ON STRENGTHS – TO REACH THE TOP YOU HAVE TO **GET OUT OF YOUR COMFORT ZONE.**

- ❖ Identify skills to be an **expert in your industry.** Is it your client results? It You should have a calendar which clearly shows how you are improving your craft through experience and courses for this year
- ❖ **Know what your weakness** is and get support for it. It might be emotionally or physically and prepare!
- ❖ Become focused on **mastering your skills and craft.** Make it a priority every single day. *Learn from Walt Disney! For him it was about increasing films*
- ❖ Think about your **future self.** Allow yourself to grow into that person. How would you show up each day? What actions would you take? How would you behave? What would your social media accounts look like? What would your branding look like?

# BEFORE THINKING ABOUT YOUR GOALS KNOW THIS...

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- ❖ **ALWAYS THINK OF IMPACT AND LEVERAGE!** E.g. shoots
- ❖ Decline everything now that doesn't align with my goals. I have got good at **saying NO**. Don't be busy be productive. Real work isn't replying to everyone's fake urgencies!
- ❖ **Focus and finish** – one thing. What you focus on it grows. I use to focus on too many things. Focused on clients and sales.
- ❖ Ask yourself "**Is this an income generating activity**". Always have a focus on sales, following up, marketing and your big goals.
- ❖ **Increase work that matters** – for me it's the quality of my work and visibility
- ❖ Under promise and **over deliver** to current clients.
- ❖ Look at your **daily rate** – what would it cost if you were out of the office?

## ARE YOU SPENDING YOUR TIME ON MONEY MAKING ACTIVITIES, MARKETING AND YOUR BIG GOALS?

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- ❖ The biggest game changer in my business was when I prioritised my **marketing and money making activities**.
- ❖ Research done by state of business owner suggests that businesses that spend 2 days a week on marketing – **their business grows 60% faster**.
- ❖ End of last year I started to dedicate **Tuesdays and Thursdays to marketing and content**. Such as scheduling FB posts, newsletters, building my brand, blogging and being visible.
- ❖ Client work really important and will create referrals but client work can never end, and you need to **dedicate hours/days** to it rather than your whole week!

# WHY 90 DAY GOAL SETTING WORKS

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- ❖ The time frame is shorter, so you **don't get overwhelmed** and you action things and strategies in those specific quarters – so you achieve more!
- ❖ You gain more **focus, and the time is collapsed**
- ❖ You are **more intentional and strategic** with the strategy and the money goal
- ❖ You get **super specific** with dates and less likely to sit on things!
- ❖ If you have a goal and you have no idea of achieving it. **Then being curious** and Google and this group is going to be your best friend!

# FIRST THINGS FIRST

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- ❖ By the end of the year **which goals** do you want to have achieved and what will your business look like?
- ❖ Get specific about **key milestones and money goals**
- ❖ How much **revenue do you want to have generated?** How **many clients** do you need to have to reach that?
- ❖ What are your **social media goals** and what two platforms are you going to focus on? List your numbers now and for December
- ❖ What **top consistent actions do you need to take weekly** for those two channels? E.g weekly lives, daily posts, daily Insta stories.
- ❖ List your **email list size now** and the goal for December – think about ideas to grow it

# IDENTIFY THE THINGS THAT ARE GOING TO GET YOU TO THE NEXT LEVEL

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- ❖ Focus on the things and **activity that will get you to the next level**. Answering emails or responding to messages, hanging around in groups will not necessarily get you to the next level. These need to be big lofty goals
- ❖ Break it down by each quarter. Identify **3 things each quarter** that will get you to the next level. For me in Q4 it's the mastermind launch, website and overdelivering to everyone. Money goals need to be one goal as well
- ❖ Always be **curious and ask for feedback**. It can be hard but it's the only way to learn and grow! Especially in this group

# NOW SET YOUR GOALS FOR 90 DAYS

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- ❖ Look at your yearly goal list everything that will help you achieve that goal in 90 days. This can include social media, connecting with influencers and reaching out to people or rebranding.
- ❖ Look at what worked **really well for you in 2019/2020** and write it all down
- ❖ Set **a 90-day income goal** a break it down into monthly goals
- ❖ Then look at what do you actually **need to sell** for the next 90 days to achieve that goal. This should then inform your marketing/content plan as you know what you need to focus on selling. Split this per month
- ❖ Once you have all your goals written down then only stick to **3 goals for every 90 days**. For example for me it is rebranding, having a consistent marketing system and hitting my income goals. I am not even thinking about anything else! Any more will cause overwhelm.

# YOU WON'T HAVE ALL THE ANSWERS

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- ❖ In order to achieve your big goals its very natural that you aren't going to now how to achieve them – **AND THAT IS OK!**
- ❖ You may not know how to **reach out to corporates**, build your audience, write a book or do a supper club!
- ❖ The things that are going to help you is **always asking for support** in this group. If we don't know we can't help and doing research plus learning!
- ❖ So make a list of **things you need to research** and what you need to learn. I do this exact same process over and over again!
- ❖ Also make a list of **people that can help you** get to where you want to get to, list how they can help you and then reach out!
- ❖ **All the answers you need** are within you or out there! When you treat as it as a fun process rather than something stressful it provides momentum!

# DEVELOP EMOTIONAL RESILIENCE

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- ❖ It is your **bounce back rate** and ability to adapt in adversity is what counts
- ❖ **Ask yourself daily** – is there something that could trip me up today? If so, how would I respond if I was answering via my highest self?
- ❖ Know your **triggers!**
- ❖ Know that things **WILL go wrong**. And that is OK! It's how quickly you get back up. Perfection doesn't exist and growth is found in feedback, constructive criticism, mistakes and setbacks.
- ❖ If you have a fear around **social media and clients**. Ensure you have clear rules, boundaries and contracts
- ❖ **Get other interests from outside work** and ask others for support where you can

# NOW LET'S GET THIS DONE!



☆ GOAL 1 - INTERNAL MONEY IMPACT 90 Day... ▾

List Conversations Calendar Progress Files

Add Task

✓		
✓	Coco Weddings Venues - Brief	Thursday SK
✓	Promote wed x images - all social media channels and group	5 Jan SK
✓	Testo - Niru and Images	5 Jan SK
✓	Images - chase all this year's clients - Jaspreet, Mohini, Niru	5 Jan SK
✓	Create opt in for AFEC - write and complete	30 Jan SK
✓	Create opt in for DBD - write and complete	31 Jan SK
✓	Send over opt in's to be designed	1 Feb SK
✓	Opt In's completed	15 Feb SK

# ASANA

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- ❖ You need to add in **every single activity** that will help you achieve your goals. Ensure there are no gaps and if there is reach out for help. E.g for my website I really took time to understand what the gaps were.
- ❖ List **absolutely everything** and then assign dates to it. You will need to stick to these dates! Asana emails you prompts
- ❖ **Batch tasks** as this will make you more productive, E.g. marketing days and content such as blog writing or social media scheduling.
- ❖ Have a **month view calendar** so you can also map out your days and look for busy periods like the kid's holidays
- ❖ Make sure you are **scheduling** your days!

# ENSURE YOU KEEP MOVING FORWARD

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- ❖ This is what your day **should include each day**. I will cover this in more detail in the marketing training
- ❖ **Sales activity** and following up in the morning.
- ❖ Reaching out to **potential clients**
- ❖ Visibility – **Facebook, Instagram**, Groups, Lives
- ❖ Building **relationships with influencers**
- ❖ Two things that **scare the living daylights** out of you! If you can do this daily your business will explode!

# HAVE INCREDIBLE HABITS AND ROUTINES

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- ❖ Really focus on your **nutrition and exercise**. Get 8 hours of sleep!
- ❖ Look at your schedule and how you are spending your time and see what you can **outsource** and get help with.
- ❖ **Honour your struggles and the resistance** and keep a gratitude journal. View the struggle as necessary to where you want to get to. Have a positive attitude towards challenges and accept its part of the journey.
- ❖ You always need **to schedule time for learning**. My days are going to be creative Fridays. Learning and knowledge is vital in creating your dream life and business.
- ❖ **Identify 2-3 people** who can be part of your circle that can inspire and motivate you. Put yourself in their company
- ❖ When things come up daily think about your thoughts. You choose how you respond. **You CAN control your feelings.**

# HAVE SMART ROUTINES AND AMAZING HABITS

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- ❖ I want you to get really clear on the **bad habits you have a list them**
- ❖ You may have a **pattern that keeps coming up for you**. Maybe you don't do lives, maybe you don't go to the gym, maybe you put off posting
- ❖ Become **super aware** and make sure you are changing them daily
- ❖ E.g the amount of times I **sabotage my gym or pick up my phone** – I became aware that the voices in my head were trying to keep me safe. But now I know that in order to move forward I need to override them.
- ❖ You need to **set yourself up for success** and you need to identify your potholes and bad habits before, so they don't bring you down!
- ❖ **In that moment of crazy** ask yourself “Would what the highest version of me act like?”
- ❖ Success is about choosing **what you want most** over choosing what you want now

# SHOULD I OUTSOURCE?

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- ❖ Remember why you started – **it's for freedom and not burnout.**
- ❖ If you are working full-time see part of your salary as an **investment** in your business.
- ❖ In the beginning it is hustle but work **smarter not harder.**
- ❖ The more you can outsource the mundane tasks the more you can use your **creative strategic talent on growing your business.** You should only do tasks that in your zone of genius.
- ❖ Get help from friends, family, partner's, spouse – can they look after the children? **ASK FOR HELP! Look at your time sucks**  
**-Online shopping, cleaner etc**

# LOOKING AT WHAT YOU'RE CURRENTLY DOING

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Are you spending time on what you should be doing to reach your end goals or are you bogged down by unrelated goals or crises that randomly appear out of the blue?



## THINGS TO CONSIDER WHEN DECIDING WHAT TO OUTSOURCE FIRST

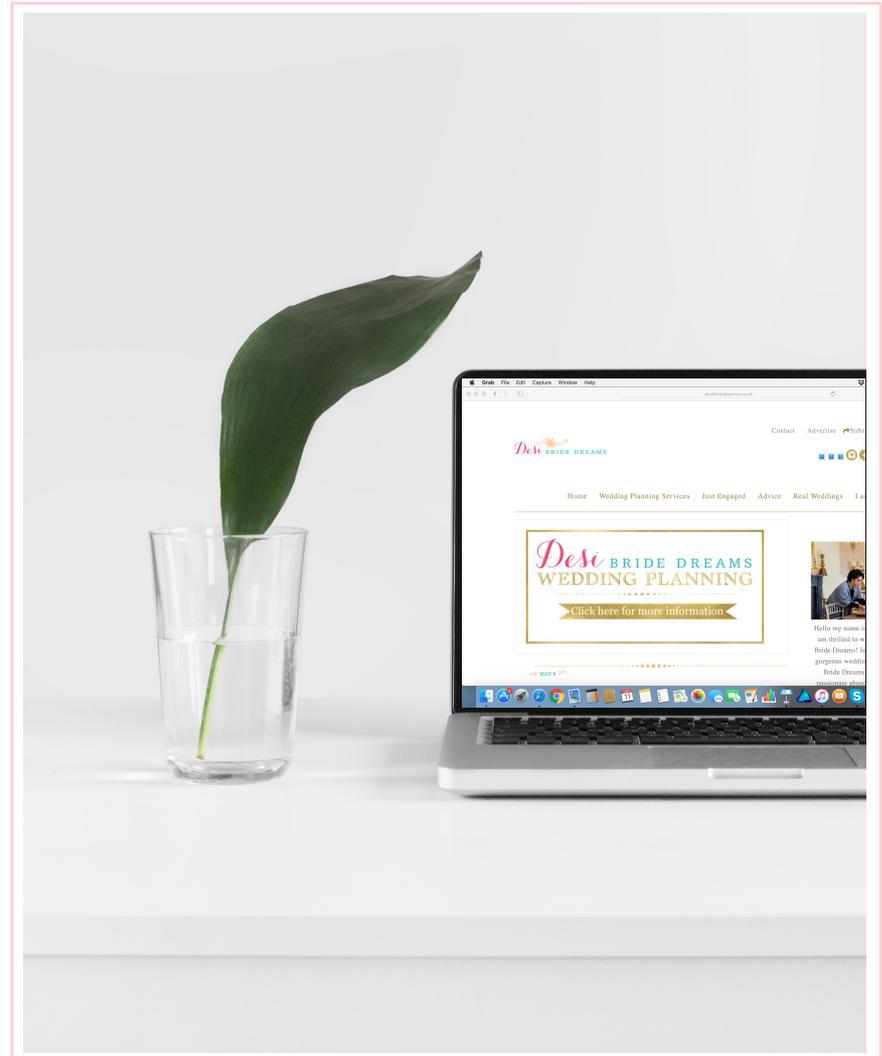
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- ❖ What do you **HATE** and procrastinate the most?
- ❖ What are you **not a total expert** in? There is someone out there that can do it better or faster than you
- ❖ What do you **spend the most time** doing? Someone else can do it faster
- ❖ What do you do the same way, **over and over again**? For me this is blog post editing and scheduling
- ❖ For events and marketing there are so many interns available that want real hands on experience and this will be relevant so many businesses. **Finding experience based help** can be your first step even if you aren't making the money you want yet.

# WHAT TO OUTSOURCE

## WEBSITE MANAGEMENT

- ❖ Upload, format and schedule weekly blog posts
- ❖ Format and publish new pages
- ❖ Add portfolio images
- ❖ Check for typos
- ❖ Do backups and updates
- ❖ Create forms (contact forms, client feedback forms, etc.)



# BLOG POSTS AND NEWSLETTERS

## GENERAL MARKETING

- ❖ WRITING BLOG POSTS
- ❖ EDITING BLOG POSTS
- ❖ PROOF READING BLOG POSTS
- ❖ UPLOADING IMAGES TO WORDPRESS
- ❖ FORMATTING BLOG POSTS



PROOF READING  
AND CHECKING  
EMAIL CAMPAIGNS

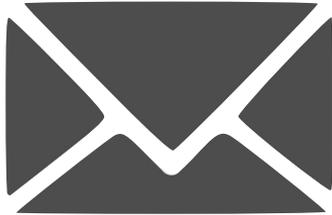
CREATING NEWSLETTER  
GRAPHIC CREATION

*Desi* BRIDE DREAMS  
WEDDING PLANNING

MailChimp®

# CUSTOMER SERVICE, EMAILS AND ENQUIRIES

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RESPONDING TO EMAILS AND ENQUIRIES

TROUBLESHOOTING CUSTOMER ISSUES  
(ESPECIALLY IF YOU HAVE A COURSE OR  
PRODUCT)



TAKING CARE OF REFUNDS AND COMPLAINTS

# HOW TO FIND YOUR DREAM MEMBER OF STAFF

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1. **Get help before you are drowning** and set some time aside to really think about the person you want to attract. If you want to grow you need to outsource!
2. Set aside a **realistic budget** by looking at income/expenses and you can start small. I outsourced when I started doing consistent £1500 months
3. Look at your weekly activities and **make a list** that doesn't involve strategic business decisions.
4. Decide if you want to **outsource on a long-term basis or a one off** project? E.g. Wedding season, graphics, proof reading, FB ads.

# HOW TO FIND YOUR DREAM STAFF

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- ❖ **Get clear** on who you want in your growing business and part of your dream team. List tasks which need to be done by your next member of staff
- ❖ Create a **detailed** spec
- ❖ **Advertise** for interns across your social media or relevant groups.
- ❖ Include a closing date, duration and how they should apply – CV, Test etc and state you might not be able to get back to everyone.
- ❖ **Fiverr, Upwork** are good options for quick simple tasks.

# OTHER AREAS WHERE YOU CAN AUTOMATE

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- ❖ Scheduling software such as **Acuity or Calendly** that connects to your calendar where you can set up your availability and people can book the time that works best for them.
- ❖ Your client intake process. Mine is **Typeform** booking form > contract > upload into **Hello Sign > Freshbooks** invoice and payment.
- ❖ I use **Freshbooks** so that I am not creating invoices in words! It takes me 5 minutes. You can also use **Wave** to get really sophisticated.
- ❖ **Email responses** – Have them prepped in word document so you can send out canned responses.
- ❖ Cut down on your emails and enquiries. Have **prices listed on your website** or starting prices.

# CUT DOWN ON POINTLESS TASKS

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- ❖ Have a **strategic contact** form that works for you. Mine has venue, date, guest numbers and budget so I know I am spending time on the right enquiries and this reduces emails.
- ❖ **Don't waste time with consultations on non-ideal clients.** Give guide prices up front. Push for a Skype call or if it is a consultation consider a refundable fee and ensure the meeting is near to you.
- ❖ **Contracts** - The old-fashion (and super annoying) way to send contracts: create a pdf, email to client to print, sign, SCAN and send back to you. I use Hello Sign and have a version I edit certain parts each time with relevant info.

# PROJECT MANAGEMENT SOFTWARE

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Tools to make this easy: Basecamp, Asana and 17 hats and Trello (17 hats and Trello are very good for the wedding industry!).

Use a spreadsheet to track numbers for social media and list size

Brain FM is amazing



# IF MONEY IS STRESSING YOU OUT - THEN SELL

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Come from a place of being of service and selling by having a product/service that is going to solve your client's problem. If money is short then **sell 10 x a day daily** by doing the below:

- ❖ Reaching out to venues
- ❖ Instagram
- ❖ Following up on leads
- ❖ Newsletter
- ❖ Reaching out to suppliers
- ❖ Relevant Facebook Groups
- ❖ Facebook Live
- ❖ Reaching out to your network
- ❖ Facebook
- ❖ Your personal Facebook page

# ACTION POINTS

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- ❖ Identify your obstacles and what could potentially get in the way of success. How can you overcome these?
- ❖ List all of your social media numbers/list numbers- current and target
- ❖ Identify three things that will get you to the next level. Make sure it's goals that will have a huge impact.
- ❖ Use Asana to plot out your 90-day strategy. Ensure you are dedicating two days a week to marketing. You can also use good old notebooks too!
- ❖ Identify your bad habits and start to shift them daily
- ❖ Start to schedule your days
- ❖ Ensure you are productive rather than busy. **GET OFF YOUR PHONE!**
- ❖ Review all your processes and activities and see where you can save time