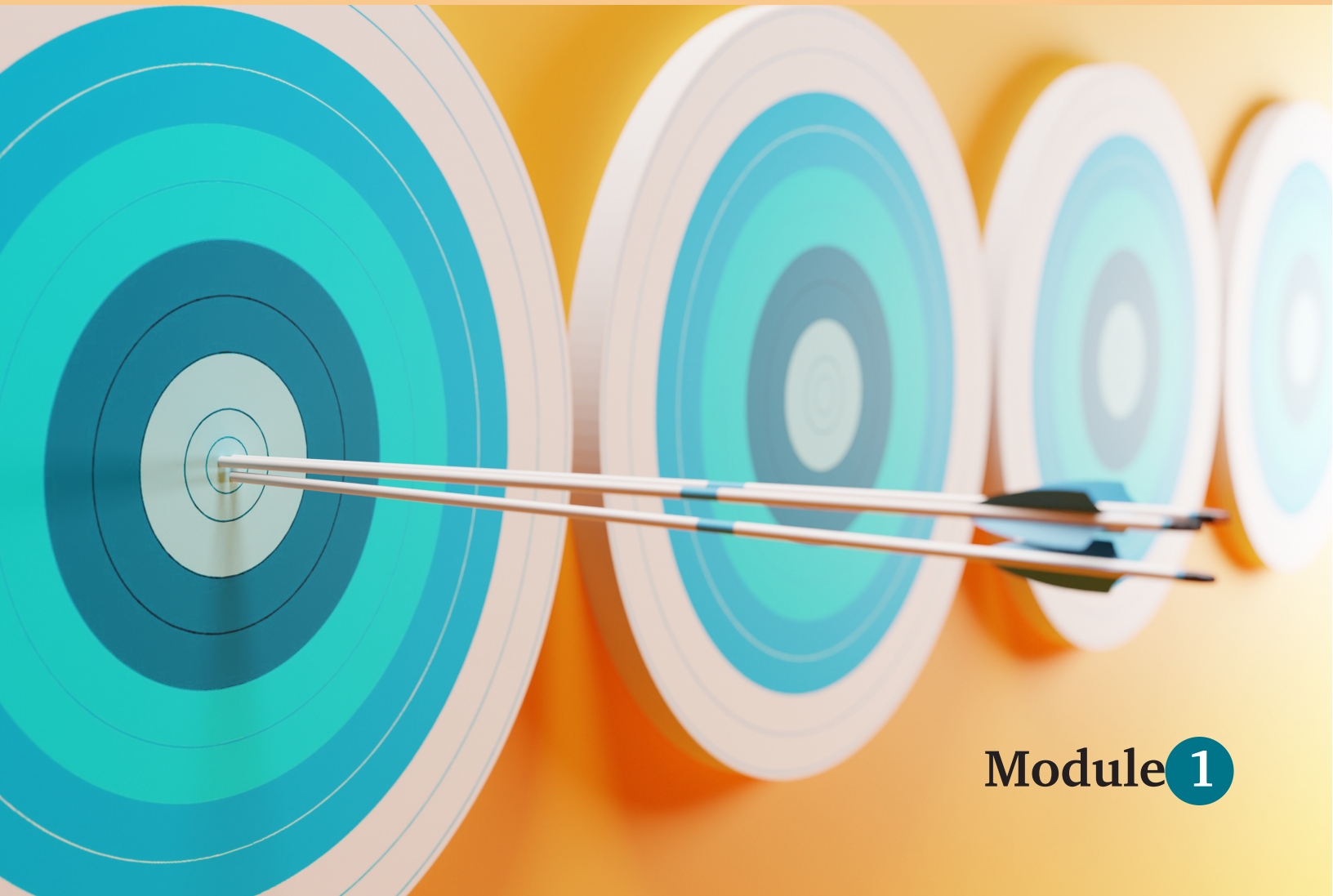


12-MONTH MARKETING PLAN *for Coaches*



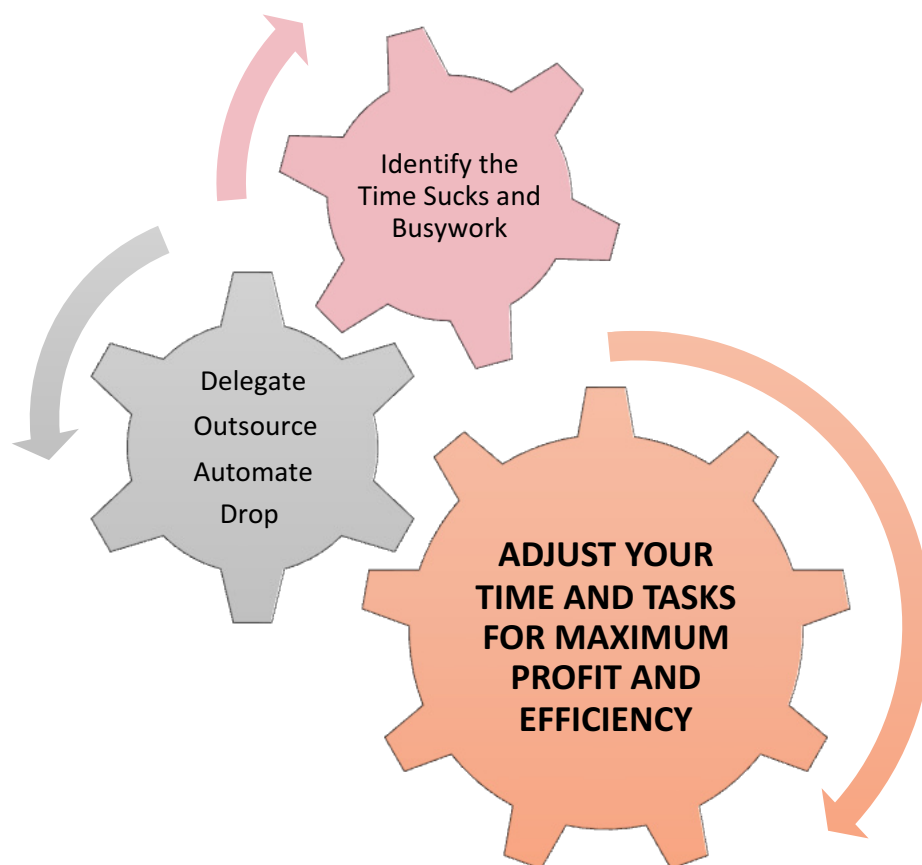
Module **1**

ACTION PLAN

ACTION PLAN
12-MONTH MARKETING PLAN FOR COACHES
Module 1

TAMING YOUR TASKS

Complete this action plan and the accompanying exercises to analyze your daily routine and see where you can tighten it up—and make it more enjoyable, as well as profitable



Set your 12-month goal and refine your systems to make sure you meet it.

TASK ANALYSIS

After you have completed the exercises, use this worksheet to make a final decision on tasks.

TASK INVENTORY			
Essential Task	“Busy’ Work	Action to Take	Priority Level
		<input type="checkbox"/> Delegate	
		<input type="checkbox"/> Outsource	
		<input type="checkbox"/> Do Myself	
		<input type="checkbox"/> Automate	
		<input type="checkbox"/> Drop	
		<input type="checkbox"/> Delegate	
		<input type="checkbox"/> Outsource	
		<input type="checkbox"/> Do Myself	
		<input type="checkbox"/> Automate	
		<input type="checkbox"/> Drop	
		<input type="checkbox"/> Delegate	
		<input type="checkbox"/> Outsource	
		<input type="checkbox"/> Do Myself	
		<input type="checkbox"/> Automate	
		<input type="checkbox"/> Drop	
		<input type="checkbox"/> Delegate	
		<input type="checkbox"/> Outsource	
		<input type="checkbox"/> Do Myself	
		<input type="checkbox"/> Automate	
		<input type="checkbox"/> Drop	

12-MONTH MARKETING PLAN FOR COACHES—ACTION PLAN

TASK INVENTORY			
Essential Task	“Busy’ Work	Action to Take	Priority Level
		<input type="checkbox"/> Delegate	
		<input type="checkbox"/> Outsource	
		<input type="checkbox"/> Do Myself	
		<input type="checkbox"/> Automate	
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		<input type="checkbox"/> Delegate	
		<input type="checkbox"/> Outsource	
		<input type="checkbox"/> Do Myself	
		<input type="checkbox"/> Automate	
		<input type="checkbox"/> Drop	
		<input type="checkbox"/> Delegate	
		<input type="checkbox"/> Outsource	
		<input type="checkbox"/> Do Myself	
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		<input type="checkbox"/> Do Myself	
		<input type="checkbox"/> Automate	
		<input type="checkbox"/> Drop	

12-MONTH MARKETING PLAN FOR COACHES—ACTION PLAN

2. Now track your time for a week, writing down everything you do in your work day. Compare the finished week's chart with the list you created, above. Did you miss any time suckers? Spend more time than you thought on something?

MONDAY	TUESDAY
WEDNESDAY	THURSDAY
FRIDAY	SATURDAY
DAY OFF	

