

BUSINESS
PLANNER

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SAMPLE BOOK

essentialiving

BUSINESS PLANNER



Your business *Essentialiving*.....

Your name *Gaby*.....

This Planner starts on *1st April*.....

Your Vision

The questions below are designed to inspire your entrepreneurial spirit and drive you to articulate a vision that resonates deeply with your aspirations. Start writing and watch your visionary aspirations come to life!

What is the purpose of your business? What do you aim to achieve beyond financial success? What do you want your business to be known for? How do you want it to be perceived by others? How will your personal aspirations align with the vision for your business? How do you see your role evolving within the organisation? Who are your target customers or clients? What needs or problems do you want to address for them? How do you envision your business standing out from your competitors? What unique value or proposition will you offer? What does success look like to you? How will you measure the achievement of Your Vision?

I want to empower individuals on their fitness journey by promoting a holistic approach to health and well-being.

I challenge the prevailing mindset that fitness is obtained by extreme diets and excessive workouts. Instead, I promote the idea that a fit body is one that is nurtured through nourishing, wholesome food choices and a sustainable, realistic exercise regimen. I believe that every individual has a unique body that deserves to be respected and celebrated, rather than conforming to arbitrary standards of slimness.

Through my online courses and classes, I provide comprehensive guidance, expert knowledge, and practical tools to help individuals adopt a healthy and balanced lifestyle. My focus is not just on physical transformation but also on fostering mental and emotional well-being. I encourage individuals to embrace self-love, body positivity, and a positive mindset, enabling them to live happy, fulfilling, and healthy lives.

My ultimate dream is to create a safe and inclusive community platform where members feel supported, valued, and inspired. I envision a vibrant network of individuals who connect, both online and offline, share their successes and challenges, and uplift each other through their shared dedication to living a happy, healthy life.

Together we can make a positive impact, redefine fitness standards, and create a world where everyone feels empowered to embrace their unique body and live their best life.

Reflection on the previous quarter

What are your biggest achievements and which activities led to these successes?

- I launched my TikTok channel, posted consistently and got my first 200 followers. Dedicating every day to create content for TikTok helped getting momentum.
- I sold out my 30-day Fit with Alex Challenge. Working with influencers outside my own industry helped me to reach new customers.

What didn't work so well and what lessons did you learn from this?

- My efforts on reaching employers on LinkedIn by sharing valuable content don't seem to yield any result. I've not been able to connect and start a dialogue on fitness for employees with anybody. LinkedIn doesn't seem to be the right channel for me at this point in time.

Area of Business

Grade each area at the beginning of this quarter:



Product

8



Marketing

6



Sales

7



Based on these grades, your **key focus** will be the business area of (tick the box):

Results you want to achieve this quarter

RESULT 1

Improve engagement on Instagram by 30%

WHY?

I want to get a warmer following and attract customers for the 1:1 programme

RESULT 2

Keep building my TikTok channel and get to 1,000 followers

WHY?

I want to spread my message and increase personal brand awareness among women between 18 - 25 years old

RESULT 3

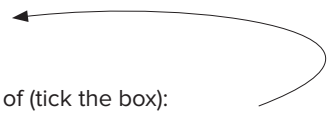
Promote 1:1 for € 1,995 and get 6 clients

WHY?

I want to connect on a deeper level with these clients, so that they can become my first community members and advocates of my future platform

RESULT 4

WHY?



Monthly Milestones

Apr

Breaking down your desired Quarterly Results

RESULT 1

Improve engagement on IG 3%

MILESTONES

- Create more valuable content that provokes reactions
- Make designs of posts more eye-catching
- Proactively engage more with DMs
-

RESULT 2

Get to 1,000 followers on TikTok

MILESTONES

- Get to know my target audience better
- Stand out with provocative content on my take on the fitness industry
- Make use of trending sounds and hashtags
- Learn to duet and stitch

RESULT 3

Promote 1:1, get 6 clients

MILESTONES

- Build a sales funnel
- Host a free webinar
- Get testimonials and develop case studies
- Work with influencers/ collaborate with partners
- Utilise email marketing

RESULT 4

MILESTONES

-
-
-
-

Milestones for this month

Assign a colour

- Create more valuable content that provokes reactions
- Make designs on Instagram more eye-catching
- Get to know my target audience on TikTok better
- Learn to duet and stitch
- Build a sales funnel for 1:1 coaching
- Work with influencers to promote 1:1 coaching
-



Milestone focus

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
—	—	—	—	—	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

IPAs

- Show up on Stories daily with interactive content and/or promote 1:1
- Create daily TikTok
-
-
-

Weekly Game Plan *10 - 16 April*

Monday *10*
Hours available *7*

Tuesday *11*
Hours available *8*

Wednesday *12*
Hours available *2*

Thursday *13*
Hours available *8*

Friday *14*
Hours available *7*

Saturday *15*

- IPAs
- Promote and/or create interactive content on Stories*
 - Create TikTok*

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 - Create TikTok*

- IPAs
- Promote and/or create interactive content on Stories*
 - Create TikTok*

Create TikTok

- Actions
- Research IG content my target audience engages in most*
 - Think of 10 limiting beliefs my audience has for posts*
 - Come up with 10 thought-provoking statements for posts*

- Actions
- Create provocative Instagram posts*

- Actions
- -
 -

- Actions
- Research what makes a design eye-catching*
 - Look for templates on Canva & Creative Market*
 - Make templates*

- Actions
- Learn how duet and stitch works*
 - Search videos for duet & stitch*
 - Try out a few TikToks using this*

Sunday *16*

Create TikTok

Meetings

When
<i>Michelle 13:00 - 13:45</i>
<i>Lea 14:00 - 14:45</i>

Meetings

When

Meetings

When

Meetings

When
<i>Suzan 13:00 - 13:45</i>
<i>Jane 16:00 - 16:45</i>

Meetings

When

- To do
- Call hosting company about website speed*
 - Make schedule for tomorrow*

- To do
- Change availability in Calendly*
 - Check on ads*
 - Make schedule for Wednesday and Thursday*

- To do
- -
 -

- To do
- Make schedule for Friday*
 -
 -

- To do
- Update Metric Monitor*
 - Check finances*
 - Make schedule for Monday*

Metrics Monitor

What	Quarterly Goal	3/4	10/4	17/4
SALES in #				
1:1 coaching	6	1	0	2
Masterclass	150	1	1	3
Wellness Warrior course	60	0	2	1
REVENUE				
1:1 coaching €1.995	€11.970	€1.995	€0	€3.990
Masterclass €37	€5.550	€37	€37	€111
Wellness Warrior course €199	€11.940	€0	€398	€199
Other (affiliate, partnerships)	€1.500	€21	€16	€24
Total	€30.960	€2.053	€451	€4.324
INSTAGRAM				
Followers				
Reach				
Accounts engaged				
Engagement per follower				
TIKTOK				
Video views				
Followers				
Shares				
Likes				

Time Blocker



Key

- IPAs
- Milestone focus hrs
- Coaching calls
- Sports
-
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