

12-Month Goals

Personal

Family/Social Goals	1. Weekends off with family without checking email 2. Weekend get-away with family to beach (or mountains) once per quarter
Health Goals	1. Sign up for Yoga & attend at least two times per week. Schedule it! 2. Walk every day even if only for 15 minutes. Schedule it!

Income/Revenue Goals

Annual Rev. Goal	Goal Months 1-3	Goal Months 4-6	Goal Months 7-9	Goal Months 10-12
\$50,000	0	\$5,000	\$15,000	\$30,000

Key Strategies You Will Use To Achieve Your Financial Goals

Tip: Get ideas from the Author-to-Income Checklist. Tip: Use action verbs when writing strategies.		\$ Sales for Each Strategy
Strategy I	Launch book & offer freebie as a list building tool & to build credibility	0.00
Strategy II	Create online digital program based on the content of your book	50x\$297=\$14,850
Strategy III	Offer group coaching sessions (online or in person)	25x\$495=\$12,375
Strategy IV	Lead bi-weekly or monthly free webinars (sell other digital products)	100x\$47= \$4,700
Strategy V	Become a public speaker—one time per month-sell at back of the room	
Total Annual Revenue Goal (Same # as “Annual Rev. Goal” above)		\$50,000

What Actions Will You Take To Implement Each Strategy?

Strategy I: Launch book on _____		Date
1	Finish book formatting & upload to Amazon (KDP for Kindle/CreateSpace.com for Print)	
2	Set up website so that all links within book drive readers back to your opt-in pages	
3	Create alliances to help promote your book launch on a determined date	
4	Write press release and promote via social media (tie your book topic to seasonal event)	
Strategy II: Create online digital program		Date
1	Outline 5-10 modules based on the content of your book	
2	For each module, design a worksheet or exercise relevant to the content	
3	Create a PowerPoint presentation for each module with graphics	
4	Schedule time to record each module. Knock off one at a time to get this done by →	
Strategy III: Offer Group Coaching		Date
1	SURVEY - What is your audience struggling with the most? What results do they want?	
2	Design a 8-week coaching program that will address these struggles => Desired Results	
3	For each week, design a worksheet or exercise relevant to the content	
4	Offer free webinar/teleseminar great content -addresses struggles/sell coaching program	
Strategy IV: Lead bi-weekly (or once monthly) free webinars		Date
1	Map out the topics of your first 10 webinars (repurpose content from your books)	
2	Good rule of thumb 10-13 slides every 30 minutes. Leave time for Q & A at the end.	
3	Give people something for attending (free download or discount for paid product/class)	
4	Decide the tool you will use to deliver webinar (WebinarJam, Zoom, Google Hangouts)	
Strategy V: Speak for free at Local Events		Date
1	Identify speaking opportunities (Google: city+speaking events OR reach out to local groups)	
2	Write a sizzling email about your topic and how it will benefit their members	
3	Speak for free (only if they allow back-of-the-room sales)	
4	Give away a great freebie (checklist, e-book, template) – they have OPT-IN to get it	

Author Income-Generator Template™

_____ (Start DATE)

12-Month Goals**Personal**

Family/Social Goals	1. 2.
Health Goals	1. 2.

Income/Revenue Goals

Annual Rev. Goal	Goal Months 1-3	Goal Months 4-6	Goal Months 7-9	Goal Months 10-12

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Strategy I			
Strategy II			
Strategy III			
Strategy IV			
Strategy V			
Total Annual Revenue Goal (Same # as "Annual Rev. Goal" above)			

What Actions Will You Take To Implement Each Strategy?

Strategy I:		Date
1		
2		
3		
4		
5		
Strategy II:		Date
1		
2		
3		
4		
5		
Strategy III:		Date
1		
2		
3		
4		
5		
Strategy IV:		Date
1		
2		
3		
4		
5		
Strategy V:		Date
1		
2		
3		
4		
5		