

THE ACTION PLAN OUTLINE

**Develop your action plan with ease and speed
using this proven backwards formula**

EDITOR'S NOTE

Anytime you are about to jump into a new project, the hardest part is always the beginning. Not because you aren't talented or smart enough to turn that idea into reality, but simply because you've never done it before and have no clue where to start.

I used to waste weeks and months in the planning stages just because I didn't know how to layout the exact action plan. When I started my first business back in 2009, which was a jewelry company with a give-back strategy to help build schools in Africa, I had no idea where to start. I had the mission and the passion, but no knowledge on where to even begin making this dream a reality.

I remember these were some of the thoughts that ran through my head day and night...

Do I start by coming up with a brand name and hiring a designer to make a logo? Or do I first try and get a domain name? What about selling, when do I come up with the prices? Wait a minute, how do I even create the jewelry, do I find a local artist or try to find a manufacturer? How would I even contact a manufacturer? ... And so on..

And I used to have these run on thoughts for every project I wanted to pursue and let me tell you, it drains your energy and it brings about so much self-doubt - Which is something we need to avoid at all costs.

The days went on when this dream began to feel like so farfetched and the overwhelm was beginning to defeat me. But, I couldn't stop thinking about this dream and I believe,

IF YOU HAVE A DREAM THAT KEEPS YOU UP AT NIGHT AND WAKES YOU UP IN THE MORNING, IT IS THERE FOR A REASON.

One day, I decided to write out everything that was in my head on a piece of paper, in no particular order. Then I thought, what makes sense for the order of priority? I started writing the list backwards, thinking "okay, this needs to come before this... and in order to get a manufacturer i'd need to have a design first... but before I have a design I need to know what jewelry i'll be starting with and my target market...", and all of a sudden within 5 minutes, I had a full plan built out! (It was backwards but re-writing it in order was the easy part.)

Since then, I've started every project with this backwards strategy which I lay out in detail for you in the following pages. This resource is to help you take action today. Don't get stuck in the planning phase because all the answers lie in the action phase. Use this strategy and printable worksheets to create your action plan today so you can begin to execute on all of your biggest dreams!

Let's go!

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PART 1

CREATING THE PLAN, BACKWARDS

Write your goal at the top of your piece of paper, then work backwards on main items you need to complete in order to achieve that goal.

By working backwards, you'll have an easier time at knowing what you need to do to achieve that goal versus getting stuck at step 1, 2 or 3.

EXAMPLE

For example, if my goal is to start a clothing line, I'll write that at the top of my paper. I know before I can have a clothing line I need to manufacture clothing, before I can manufacture clothes I need to find a manufacturer, before I can find a manufacturer I need to have designs... and so on. Writing each step down on your paper.

START A CLOTHING LINE



PART 2

FINALIZING THE PLAN

Once you complete part one, which is the rough outline of your plan, you then can write it out in order. You will then create bullet points of the actionable items you need to complete part of each step in order to work your way down to achieving your goal.

- STEP 1**
- Action item A
 - Action item B
 - Action item C

- STEP 2**
- Action item A
 - Action item B
 - Action item C

- STEP 3**
- Action item A
 - Action item B
 - Action item C

- STEP 4**
- Action item A
 - Action item B
 - Action item C

- STEP 5**
- Action item A
 - Action item B
 - Action item C

EXAMPLE

**1. DETERMINE
TARGET MARKET**

- write out details of demographics
- describe avatar of ideal client

**2. DEVELOP
BRAND**

- Brainstorm names
- Get website URL
- Obtain social media handles

**3. CREATE
BUDGET**

- Create cost analysis
- Determine marketing budget
- Get costs for development

**4. DRAW OUT
DESIGNS**

- Create first round of designs
- Do market research to get feedback

**5. FIND A
MANUFACTURER**

- Research manufacturers
- Create list of items you need to know
- Reach out and get details

**5. MANUFACTURE
CLOTHING**

- Invest in samples
- Quality control
- Decide on first inventory

You can have as many or as little steps as you'd like. Remember, this is YOUR plan, make it work for you! This process is for you to use so you don't get stuck trying to figure out the first steps as we tend to begin overthinking it when we start a new project or goal, especially if it is new for us. This backwards to forwards strategy eliminates that so you can create a rough outline in less than 5 minutes, literally.

YOUR GOAL/DREAM

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YOUR GOAL/DREAM

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