



sample pages

Business Plan Workbook  
VOLUME 1



# why join boss school?

The world is waiting for you to become a **Planner Boss**  
Your business is waiting for you to become a **Planner Boss**  
Your life is waiting for you to become a **Planner Boss**

**don't leave them hanging**  
Make now the moment **YOUR REAL LIFE BEGINS**

Join now at [planneracademy.com](https://planneracademy.com)

Don't let these 5 words dictate your life

that should've been me

IMAGINE WHAT IT WOULD BE LIKE TO...

HAVE A **CLEAR VISION** OF WHAT YOUR PLANNER BUSINESS COULD (AND WILL) LOOK LIKE, WITH A PROFESSIONAL BUSINESS PLAN OF EXACTLY HOW TO GET THERE.

FEEL **INCREDIBLY CONFIDENT** IN YOUR ABILITIES TO BE THE BOSS OF A PROFITABLE PLANNER EMPIRE

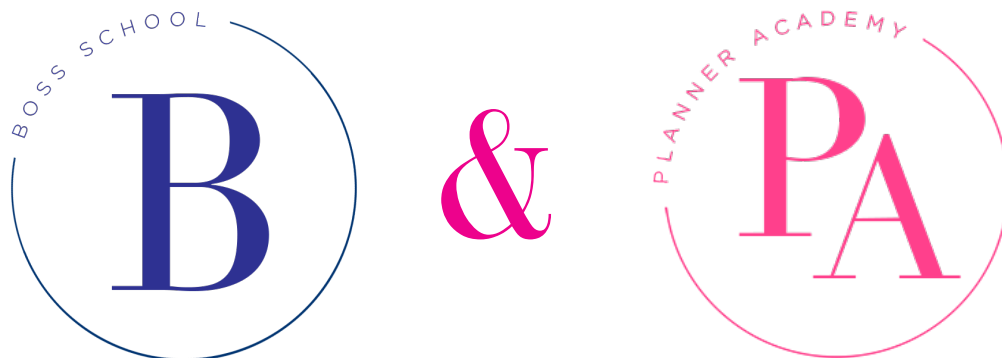
HAVE A **FIRM GRASP** ON THE DETAILS OF EVERYTHING GOING ON IN YOUR BUSINESS, FROM MARKETING TO PRICING TO FINANCES.

WAKE UP EVERY DAY FEELING **ALIVE AND EXCITED** ABOUT YOUR PLANNER BUSINESS AND THE LIFE IT CREATES FOR YOU.

AND JOIN A LIKE-MINDED GROUP OF SUPPORTIVE PLANNER BOSSES YOU CAN LEAN ON AND LEARN FROM EVERY WEEK

**IT'S POSSIBLE.**

AND BOSS SCHOOL CAN MAKE THAT HAPPEN!



better together



WHY GO FOR  
PRINCESS  
WHEN YOU  
CAN BE THE  
QUEEN

YES!

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What is your Big Hairy Audacious Goal?

“A true BHAG is

- clear and compelling
- serves as unifying focal point of effort
- acts as a clear catalyst for team spirit

It has a clear finish line, so the organization can know when it has achieved the goal; people like to shoot for finish lines.”

– Collins and Porras, *Built to Last: Successful Habits of Visionary Companies*

## 5 Types of BHAGs

1. Vision - Sony 1960s: Become the company most known for changing the world-wide low quality image of Japanese products
2. Target-Oriented - Wal-mart 1990: Become a \$125 billion company by year 2000
3. Competitor - Nike 1960's: Crush Adidas
4. Role Model - Giro 1986: Become the Nike of the cycling industry
5. Internal Transformation - Merck 1930s: Transform this company from a chemical manufacturer into one of the preeminent drug-making companies in the world

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WHERE WILL  
YOU BE  
IN  
5 YEARS

5  
year

sample pages

Long term consistency beats out short term intensity

~ Bruce Lee

*your vision*

**Year One**

**Year Two**

**Year Three**

**Year Four**

**Year Five**

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# welcome to planner boss

Where we believe you can have it all.  
Yes, everything you want out of business and life.  
And then some.

Boss School is more than just weekly coaching calls.  
It's a community of Planner Bosses who are dreaming big  
and want to make those dreams a reality.

Love this sample?  
Imagine how life-changing the

→ **ADDITIONAL 70 PAGES** will be!

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&



*better together*





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