



**GrowthCLUB**  
BALANCE YOUR LIFE. GROW YOUR BUSINESS.  
*Create the Roadmap to Your Success!*  
actioncoach.com

by ActionCOACH  
business coaching



## Pre-Session Workbook

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### Step 1

For

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#### Step 1 – Pre-Workbook

- 12 mth Goals set/review
- Set 90 day goals (draft)
- Review Vision, Mission, USP
- Review Basic Financial Numbers

To be completed, and brought to the **GrowthCLUB**  
90 Day Business Planning

Congratulations – your coach has booked you in for **GrowthCLUB** Day and we're excited about the clarity, focus, and momentum you'll walk away with.

This Prep Pack is designed to help you get the most out of the day.

By getting your Prep work done, you'll have everything you need to create a ready-to-implement 90-Day Plan in the morning session.

As you'll see, your Prep Pack is split into 3 parts:

- ✓ The Big Picture,
- ✓ What to Bring, and ...
- ✓ Your Prep Work, 2 simple worksheets to complete now, and bring with you.

If you intend to get the maximum from the planning session, this pre-work is key!

Let's get started ...

## The Big Picture

### **What is GrowthCLUB Day?**

Well, you are part of our team. At the end of a quarter, every winning team gets in the huddle to reassess, strategize, and refocus on the quarter ahead. Think of GrowthCLUB Day as your quarterly ‘huddle’ – we want you to walk back onto the playing field focused, in control, and with a winning game plan.

On the day, you’ll get:

1. **Powerful Training & Tools** to lead your business and your life with confidence, clarity, and power. We’ll give you the tools to get focused, get a plan, and get going.
2. **Profit Proven Strategies** to give you an unfair advantage.
3. **A winning game-plan**, purpose-built to set you up to win in 90 days. You’ll have the confidence that comes with knowing what to do, and have a well crafted, action-by-action plan to help you do it right.

### **What to Bring**

You want to get everything you can out of the day, so please bring ...

- Casual Clothes (there will be no physical activities, so just wear what’s comfortable)
- Business Cards
- Calculator (if you’re going to be churning numbers)
- Pens
- This Prep Pack (completed)
- A great attitude
- A hunger to learn the next tools for your business toolkit

### **Where to Go**

The GrowthCLUB 90-Day Planning Session will be held at the venue indicated in the registration documents.

## AGENA - Approximate

- 9:45 AM Registration & Introductions
- 10:00 Opening Session
- 10:45 **GrowthCLUB**
- 12:45 PM Lunch
- 1:30 **GrowthCLUB**
- 4:30 Awards, then hit the ground running with your personalized 90-Day Action Plan!

### Your Prep Work ...



The next 3 pages are your **GrowthCLUB** Day Prep Work.

- ☒ Work through them now (If you need help, contact my office)
- ☒ Bring them to **GrowthCLUB** Day.

### Building Your Plan

The old adage says: “Plan your work and work your plan.” The **ACTION** Plan has been created as a tool for your business development and implementation.

By putting earnest time and attention into your **ACTION** Plan, you will set your course for manifesting your life of abundance!

Remember people do not plan to fail, they fail to plan! So ensure your success by planning diligently ... You deserve it!

“Everyone has a future ... some people plan theirs”

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business coaching

#### ACTION NOTE

Before you even begin, you will want to know the answers to these questions because they will define who you are, and what your business has to offer.

#### ACTION Steps

- ✓ Take some time to create your business the way you want.
- ✓ If you have already completed this, check it's still the same.

#### UNIQUENESS

In your mind, what makes you who you are, and what do you have to offer that's unique?

And, as a result of this uniqueness, what benefits arise for your prospects?

#### VISION

You must have a vision of what you are going to create.

You will want to know what you are planning to build, and it will be a useful tool for attracting the types of people you desire to work with as employees and clients.

#### MISSION

What is it you intend to do for your customers? How will you do it?

These are just a couple of the questions you will want to answer when describing the purpose of your business.

You will want to communicate your mission statement to all of your customers to let them know what your business does.

## Step A

### What Makes You Unique? What is Your Vision and Mission?

My **Uniqueness** is:

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The **Vision** I have for my business is:

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My **Mission** to achieve this is:

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## Step B

### Goals

While we will be taking a closer look at your goals during the planning day, it pays to put some thought into it before you get there. Goal setting is an ongoing process ... if you have done this before, then your current goals will be reflected in what you write below. Take a look at the following tables and fill them in as best you can.

**Remember** ... all goals need to be SMARTER goals. Use your last 90 days as a guide if you don't have a year's worth of information.



#### 12 Month Goals

Description	Date
1.	
2.	
3.	
4.	
5.	

To achieve my 12-month goals, my 90-day goals need to be....

#### 90-Day Goals

Description	Date
1.	
2.	
3.	
4.	
5.	

## Step C

### What are Your Numbers?

To win in the game of business, you need to know the score. And the ultimate score is your financials. Fill in the table below with your forecast for the next 90 days.

Let's look at the basics.

### 90-Day Time Frame

#### Profit & Loss

A	Revenue	R
B	Cost of Goods Sold (COGS)	R
C (A-B)	Gross Profit	R
D (C/A)	Gross Profit Margin	%
	Sales, General, & Admin. Expenses	R
	Wages & Salaries	R
	Other Expenses	R
F	Total Expenses	R
G (C-F)	Net Profit	R
H (G/A)	Net Profit Margin	%

#### Break-Even Calculation

F/D	Total Fixed Expenses/Gross Margin	R
	Break-Even per month (divide by 3)	R
	Break-Even per day (divide by business days)	R