



MY BUSINESS JOURNAL

I TAKE THE ROAD LESS TRAVELLED

My Plan for Growing & Scaling My Business

Business Name:

BIG ACTIONS LEAD TO BIG RESULTS

WHAT KIND OF LEADER ARE YOU?

www.16personalities.com

Go to above link and complete the free test to reflect on your personality and style. This partly creates your personal brand.

What is your personality and character like?

What are your 3 key strengths?

How can you leverage this personal style and brand of yours in business?

What are your 3 main areas of improvement?

How will you get started with improving on these?

MY VIDEO NOTES + PLANS

During and after watching the video, reflect on the following areas:

MY OVERALL BUSINESS STRATEGY
WHAT IS MY BUSINESS VISION? WHAT IS THE "PERFECT DAY AT THE OFFICE" LIKE?

PERSONAL & BUSINESS BRANDING
WHAT DO I AND MY BUSINESS STAND FOR? WHAT DO I VALUE THE MOST?

MARKETING STRATEGY
HOW AND WHERE WILL I RAISE AWARENESS OF MY PRODUCTS AND SERVICES?

SALES GROWTH
WHAT IS MY MONTHLY SALES GOAL? WHAT WILL I SELL TO ACHIEVE THIS?

INFRASTRUCTURE
WHAT PROCESSES AND SYSTEMS DO I NEED TO MARKET AND SELL WELL?

HOW ARE YOU GOING TO BE DIFFERENT AND INNOVATIVE? WHAT CAN HELP YOU STAND OUT?

MY CHECKLIST

Have I done these things to take the next level in my business?

- ☐ Business strategy that excites me
- ☐ Developed a clear vision with purpose
- ☐ Set up business pages to share my message
- ☐ Confidence in myself and the product I sell
- ☐ Have a mentor who gives strategic advice
- ☐ I'm developing a system that helps me scale
- ☐ Posting regularly online to inspire and inform
- ☐ Calling leads and asking for referrals
- ☐ Setting weekly and monthly goals to stay focused
- ☐ Regularly connecting with like-minded people
- ☐ Partner up strategically and logically
- ☐ Maintaining my accounts for easy financial review