

My 2021 Numbers

Revenue	Current Subscribers
Expenses	Current Hours Worked
Profit	Monthly Burn

My Strategic Objectives and Actions for 2022

Core Objectives

Profit/Revenue
Time per Week
Subscribers
No. of Releases
#1 Skill I Need to Build
Daily Habit for Main Skill
One Sentence Business Strategy

My Strategy

One Sentence Brand
Marketing Day(s)
Words Per Day or Week
Workhorse Series (Bestselling)
1
2
Book Length
Series or Standalones
No. of Books in Series
Formats + Rights

Newsletter Building
Newsletter Frequency/Dates
Tracking Frequency
Wide or KU

Three Traffic Sources
1
2
3

Strengths & Constraints

My Three Core Strengths	
1	
2	
3	
My Main Business Constraint	One Sentence Solution
My Main Personal or Mindset Constraint	One Sentence Solution

Monthly Actions

JAN	Release	Other Promo
	Big Promo	
FEB	Release	Other Promo
	Big Promo	
MAR	Release	Other Promo
	Big Promo	
APR	Release	Other Promo
	Big Promo	
MAY	Release	Other Promo
	Big Promo	
JUN	Release	Other Promo
	Big Promo	
JUL	Release	Other Promo
	Big Promo	
AUG	Release	Other Promo
	Big Promo	
SEP	Release	Other Promo
	Big Promo	
OCT	Release	Other Promo
	Big Promo	
NOV	Release	Other Promo
	Big Promo	
DEC	Release	Other Promo
	Big Promo	