

My Yearly Numbers to Date

Revenue	Current Subscribers
Expenses	Current Hours Worked
Profit	Monthly Burn

My Strategic Objectives and Actions

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
MONTH	Other Promo/Marketing
Release	
Big Promo	
MONTH	Other Promo/Marketing
Release	
Big Promo	
MONTH	Other Promo/Marketing
Release	
Big Promo	
MONTH	Other Promo/Marketing
Release	
Big Promo	
MONTH	Other Promo/Marketing
Release	
Big Promo	