

# Mapping Your 2024 Vision & Q1 Goals

# What We're Going To Cover Today...

- Create a vision for 2024 that YOU can get excited about
- Prime your mind with a mini-reflection exercise
- Learn the framework for DESIGNING meaningful goals for your business (and life!)
- Learn how to reverse engineer your vision into a simple plan of ACTION for Q1
- **BONUS:** If there's time, I'll share my daily & weekly journal prompts that help me clarify my thoughts, recognize patterns, and stop making the same mistakes

# To Get The Most Out Of This Workshop

- Turn off your phone and distractions.
- REMEMBER: This is for YOU. **It's YOUR VISION** — no one else's.
- Participate! This is an interactive, safe space.
- Energy shift power pose!
- Make a copy of the Notion Vision & Goals worksheet (will put link in the chat)

# When You Create YOUR Vision For The Year...

- It's about what YOU want, not what anyone else wants.
  - no comparing or where you think you “should” be
- No limits — think outside the box.
  - Dream big, but don't make it overwhelming.
  - You don't have to figure out HOW... that will come later workshop
- How amazing is it that **YOU GET TO DESIGN YOUR YEAR?**
- Prioritize for FUN, “GET TO” not “have to”, falling in love with the journey and who you are BECOMING.

# When You Create YOUR Vision For The Year...

- Your vision and action plan are NOT about checking boxes or being transactional with our efforts — but have EVERYTHING TO DO with living a life you love, spending your time on worthy and meaningful goals, and stepping into the best version of yourself.
  - **Because the WORLD NEEDS YOU.**
  - And YOU deserve to live up to your highest potential.
- The beautiful thing? YOU GET TO DECIDE.
  - it all comes down to where you place your focus and energy

# YOU Are Your Most Important Asset:

- We need to keep ourselves sharp, tuned, and focused.
  - This doesn't happen by chance. It has GOT to be intentional.
- **DAILY Mindset Work:** to keep you inspired, focused, and living in abundance.
- **DAILY Study:** to keep you sharp, grow your skill sets, and equip you for bigger challenges.
  - This is also as much about what your inputs...
  - *As what you're NOT putting into your head*

# YOU Are Your Most Important Asset:

- **DAILY Movement:** and block off your workouts (**NON-NEGOTIABLE**)
- **NUTRITION** You *already* know how good you feel when you're on and off your plan. If you want to perform at your highest level, this has to become a priority. (*Walk the walk*)
- **GOAL:** These actions all need to be PLANNED OUT and BLOCKED OFF in your calendar. Nothing is left to chance.

# Priming: Reflection

## (3-4 minutes)

- Grateful for in 2023
- Wins from 2023
- Biggest lessons learned
- What are your non-negotiables?
- What will you do *differently* in 2024?



# Let's Get Into DESIGNING!

## (+ Reverse Engineering Your Vision)

**1) VISION:** The complete picture. What do you want YOUR life and business to look like in 12 months from now? (FUN, WORTHY OF YOUR TIME, FULFILLING)

**2) TARGETS:** The **specific, measurable** outcomes that support the achievement of your vision. Every target supports something KEY in your vision.

**3) MILESTONES:** The specific checkpoints you need to hit (timeline attached) so that you **can't miss** your target.

**4) ACTIONS:** Specific actions you need to take to hit your targets (*with dates*).



# Creating Your 2024 Vision!

**VISION:** What do you *really* want your life and business to look like in 12 months from now? **You wake up in the morning on Dec 31st, 2024:**

- What's MOST important to **you** in your business and life?
- What are you most proud of?
- How do you want to FEEL?
- How do you want to spend your time?
- What kind of relationships do you have?
- What does your business look like?
- What is your role?
- WHO do you have on your team?
- How many clients do you work with?
- How much revenue & profit is coming in — and ***how is that contributing to a better life?***
- What kind of results are your clients getting?
- **What are you known for?**

# Mapping Your 2024 Targets

## (Reverse Engineering Your Vision)

**2024 TARGETS:** What are the **specific, measurable** outcomes that support the achievement of your vision? (*How will you know if you hit your target?*)

Everything on this list needs to support something on your vision, or it doesn't go in here. Keep it SIMPLE.

- Create them in bullets
- **TOP 3 ONLY:** 3 each for business + personal
  - (any more and they're NOT priorities)

# Mapping Your 2024 Targets

## (Reverse Engineering Your Vision)

### Example Targets:

#### BUSINESS:

- \$400k in annual revenue from my high-ticket coaching program
- Hired & trained 2 part-time coaches who are invested in client success & company growth
- Business is fully systemized in Notion and there are living processes and frameworks in place for all major functions

#### PERSONAL:

- DAILY personal growth, mon-fri (mindset + learn)
- Having more fun in my life! Metric: am I having more FUN?!
- Weekly date night

# Map Your 2024 Targets!

## (Reverse Engineering Your Vision)

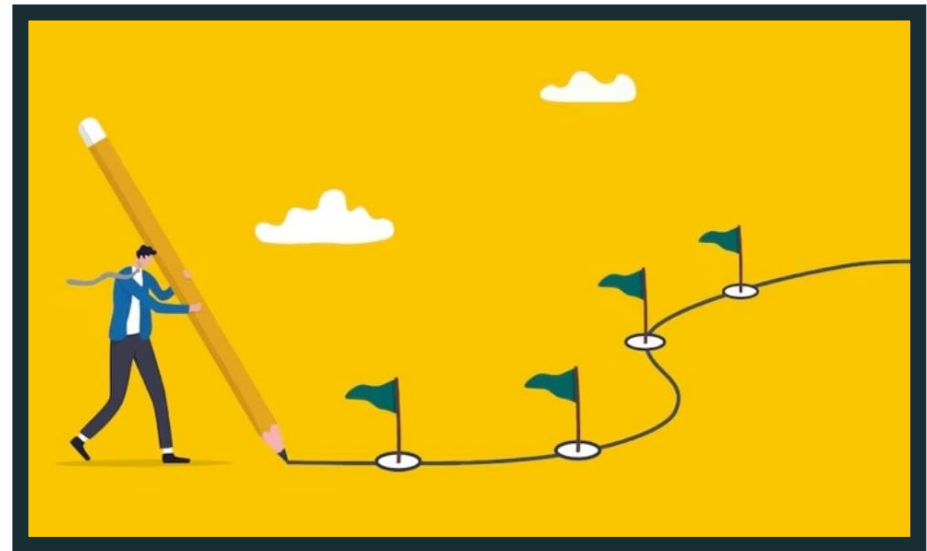
- **DO THIS EXERCISE ON THE CALL**
  - Bullet these out, brain dump it — ALL the things (3 minutes)
    - make sure everything here is connected to something in your vision
  - **PRIORITIZE THIS LIST**
  - **ELIMINATE** everything down to your **TOP 3 personal and TOP 3 business**
  - Share in the comments if you'd like!

# Mapping Your 2024 Milestones

## (Reverse Engineering Your Vision)

**2024 MILESTONES:** What are the stops along the way/checkpoints you need to hit (timeline attached) so that you **can't miss** your target? 🎯  
(Overshoot).

- **Bullet these out**



# Mapping Your 2024 Milestones

## (Reverse Engineering Your Vision)

**Example, for the target:** “\$400k in annual revenue from my high-ticket coaching”...

### **Milestones could be:**

- Hire & train a sales manager to take over lead follow-up and 80%+ of calls by #date (28+ calls per month)
- Campaigns are generating 140 qualified leads per month
- Lead follow-up flow is fully optimized and we’re hitting our goal KPIs of X,Y,Z by #date.

# Map Your 2024 Milestones!

## (Reverse Engineering Your Vision)

**DO THIS EXERCISE ON THE CALL for ONE TARGET.**

- Pick one target
- Bullet out (2 minutes)
- Share!



# Mapping Your 2024 Actions

## (Reverse Engineering Your Vision)

**2024 ACTIONS:** What specific actions do you need to take to hit your milestones (*with dates*)

- **Bullet these out for each milestone — this is for the ENTIRE YEAR.**
  - We'll break these apart later when you're building your quarterly action plan.
  - EVERY action needs a deadline. (Remember – you have the WHOLE YEAR!)
- **When you PRIORITIZE ACTIONS THAT SUPPORT YOUR TARGETS...**
  - EVERYTHING ELSE becomes less important.
  - And when you organize your schedule around getting THESE things done and not getting stuck in the weeds...
    - this is when you actually move forward in your business 🚀

# Mapping Your 2024 Actions

## (Reverse Engineering Your Vision)

**Example, for the milestone:** “Campaigns are generating 140 qualified leads per month”...

### **Actions could be:**

- Test at least 4 new refreshes (hooks) on FB ads campaign MONTHLY
- Build out a strategic referral program by Feb 28th... and ROLL IT OUT!
- Create a new VSL to book a call funnel by June 30th, etc.

# Map Your 2024 Actions!

## (Reverse Engineering Your Vision)

**DO THIS EXERCISE ON THE CALL for ONE MILESTONE.**

- Pick one milestone
- Bullet out your action plan (5 things TOPS)(2 minutes)
- Share!

# Building Your Quarterly Map

*(Second half of worksheet)*

# Bonus Content!

**JOURNALING** has been incredibly powerful in my life.

- clarify your thoughts
- recognize patterns
- tracking how you *actually* feel
- stop repeating the same mistakes over and over
- getting in tune with your body

# Alicia's Daily Journal

- Free write (first or last)
- What am I grateful for?
- What were my wins today?
- Did I *enjoy* my life today?
- Did I work productively towards meaningful goals?
- Personal Health:
  - Workout (y/n, what I did)
  - Sauna (y/n, time)
  - Get outside (y/n)
  - Nutrition (1-10)
  - Meditation (y/n, notes)
  - Sleep last night (hours + quality)
- **Any lessons learned today?**
  - any advice I'd give someone else based on anything specific that happened today?
- **Should I have handled anything differently?**
  - Do I need to zoom out anywhere?
- Any limiting beliefs blocking my progress?
- Any decisions I'm struggling with?
- **Mindset Block:** What did I learn? Any new affirmations or intentions I need to add to my morning routine?
- **Study Block:** (High level of what I read/learned)

# Alicia's Daily Journal Contd.

- **Rate today (1-10) & WHY**
  - **Productivity** (*working towards meaningful goals*) =
  - **FUN FACTOR** =
  - **Energy** =
- **Wrap Up:**
  - Anything else on my mind?
  - What am I going to do tomorrow to make it a 10/10?
    - Any tweaks I need to make to tomorrow's schedule to optimize it?

# Alicia's Weekly Journal

## ✨ Phase 1: Weekly Review & Reflection (15-20 mins)

- What am I grateful for this week?
- What were my big wins this week?
- Did I ENJOY my life this week?
- Productivity (working towards meaningful goals)(1-10) =
- FUN (1-10) =
- Personal Health:
  - Workout 4x, Sauna 3x
  - Meditation 5x+
  - Get outside at least 5x
  - Nutrition 80%+
- Any growth bottlenecks?
- **What lessons did I learn / Insights did I have / Anything I want to do differently?** (review daily journal)(refresh myself on what I learned & take action on any loose ends)
- Anywhere I'm still stuck?
- Big decisions to make?
- Anything to eliminate/delegate/automate? (sticky)
- Any questions I want to bring to CC Office Hours?
- What do I need to tweak or optimize to make NEXT week a 10/10?

■ **Free write (first or last)**



# Alicia's Weekly Journal



## Phase 2: Numbers (5-15 mins)

**Review my metrics and scorecards to see if I'm on track or off track in the KEY areas**

- I note where I'm on and off track in my weekly review

○

# Alicia's Weekly Journal

## Phase 3: Weekly Mapping (15-20 mins)

### QUICK MINDSET PREP:

- Real productivity is working towards *meaningful goals*
- I get to decide how I'm going to spend my time
- **I prioritize my action items to move me closer to my meaningful goals** — and I organize my calendar to get these things DONE.
- **Affirmation: I AM IN CONTROL of the places I put my time** 🙌

### STEP 1: Look at the Monthly Calendar (big picture)

- account for time off, big projects, etc.
- and don't over-commit!

### STEP 2: Review Quarterly + Monthly Milestones and Action Items (tweak where needed)

### STEP 3: Review Previous Week

- anything need to be moved over?

### STEP 4: Prioritize Action Items according to my milestones and schedule them RIGHT into my calendar!

# Next Steps...

- ❑ **Block time to create your 2024 Vision & Map** (design your vision, annual targets, milestones, and action plan) (2-3 hours)
- ❑ **Block time to build your Quarter 1 Map** (targets, milestones, & action plan) (45-60 mins)
- ❑ Block off time in your calendar for **Monthly Review/Planning** (1-3 hours)
- ❑ Block off time in your calendar for **Weekly Review/Planning** (45-60 mins)
- ❑ Block off time in your calendar for **Daily Journaling** (15+ mins)
- ❑ Share your vision with your team and inner circle (and others)!

# Next Steps...

**Remember: You have a LOT of resources at your fingertips:**

- **Content:** You won't have to create much of what you need from scratch to hit your goals — you can likely find frameworks, templates, or other content right in The Club!
  - **Example: Fast Cash Campaigns!** 💰
- **Trainings & Workshops:** There are SO many in-depth trainings on everything from funnel building, messaging, facebook ads, etc.
- **Coaching!** We do office hours EVERY month! Take advantage of it — we have some incredible conversations on these calls!
- **Make it part of your monthly routine:** *“How can I use the resources in The Club each month to make it easier to hit my targets and milestones?”*

# Final Thoughts:

✨ **YOUR VISION CAN'T BE SOMETHING YOU JUST CHECK OFF THE LIST.**

This has to be something you revisit monthly (even weekly and daily) when needed, and use your vision as an anchor throughout the year.

✨ **TAKE OWNERSHIP** over your life & dreams. Become who you are meant to be.

✨ **NEVER ADJUST THE TARGET.** Only adjust the time frame.

✨ And if you ever get stuck, ask yourself...

*“What would the next-level version of myself do?”*

✨ **Get out there and let's CRUSH 2024.** 🚀