

1 BizStep a Day – January 2021

A Month of Getting Focused on Your Business (Month 1)

The philosophy of my workbook/planners - The Coaching Business Builder, and PlanDoTrack is

**Daily Steps+ Consistent Action
= Momentum**

DAILY PROMPTS – JANUARY 2021

- 1 What's your 2021 Vision? Make it visible and be sure to revisit and review your 2020 achievements.
- 2 What are your top 3-5 goals this year? Who have you shared them with? Made them visible?
- 3 Take stock of your office. What needs a clean up? To be donated? Shredded?
- 4 Check your program offering pages and packaging. Is this year's pricing updated? Is everything else up to date?
- 5 Review your content plans for the year. What needs attention? Brainstorm a list you can refer back to later. Consider your priority this year with content. Is it to repurpose? Repackage or Rework?
- 6 Review your signature line on your email. Anything to tweak or update?
- 7 Organizing Day! What's been piling up in your office or on your computer? Take 15 minutes today to file.
- 8 Finance Day – What steps are needed around finance this year?
- 9 Identify your backlog – Spend 15 minutes clearing (some of) it
- 10 Review your FREE offering. What needs attention? There will be another block scheduled next week as well!
- 11 Schedule in something you have been putting off for a while
- 12 Video: If you use videos in your work spend 15 minutes on this (reviewing, planning, editing)
- 13 Content Creation - Spend 15 minutes today working on content
- 14 Review your tracking and/or statistics. What are you tracking in your business?
- 15 Reach out to someone you haven't talked to in a while. Find out what they are doing. Share your latest updates.
- 16 Content – Think about how you can purpose or repackage an item you have created.
- 17 Instagram review – Any tweaks or changes?
- 18 FILING DAY! What's been piling up in your office or on your computer?
- 19 Draft out one of the articles you identified last week.
- 20 Free Action Day – What do you really want to cross-off your list?
- 21 Review Article
- 22 15 minutes on backlog
- 23 Linked in Review – what needs a refresh?
- 24 Finance Day
- 25 Post the article you have drafted (or review it if it still needs tweaking)
- 26 Video production or share a link to videos you have created
- 27 Review your metrics – what do you notice about your figures for the month – visits, revenue, clients, content, social media etc. What needs a change for next month?

- | | |
|----|---|
| 28 | Schedule time for next month's business priorities |
| 29 | Review what worked for you this month, noting what's no longer on your list |
| 30 | Note achievements for the month and identify top 3- 5 goals for next month. |
| 31 | Celebrate and wrap up one more task! |
| | |



If you want to take an even deeper dive around the topics listed here, consider:

1. Checking out the posts at the Coaching Business Builder Blog at www.CoachingBusinessBuilder.com
2. Join us this winter for the Amplify Virtually Mastermind program, kicking off mid-January. This group will meet for 6 months, including 2 Mastermind sessions a month PLUS inclusion in either the 60 Day Coaching Business Builder Accelerator program OR the 8 Week Incubator program. If this is your year to GROW your coaching business, be sure to join us!
3. Share with others your #1bizstepaday on Instagram or other social media channels using the hashtag #1bizstepaday

You'll also want to follow our regular prompts on Instagram @CoachingBizBuilder Enjoy!

Jennifer Britton - Potentials Realized

Author of Coaching Business Builder (2018) and PlanDoTrack (2019)

Effective Virtual Conversations (2017), From One to Many: Best Practices for Group and Team Coaching (2013) and Effective Group Coaching (2010)

Reach out to set up a conversation to see what program and type of support will work best for you. Schedule a phone call with Jennifer by email at info@potentialsrealized.com or at <https://calendly.com/jennbritton>.