

~~2026~~
2025

IS THE YEAR MY LIFE CHANGES

TICK TO
AGREE

there's no need to wait ;-)

YOUR MARKETING PLAN

How to increase your reach, build your brand and make more sales

I designed this worksheet to support two videos - one to help you get back on track mentally when business feels hard, and one to help you build a simple, powerful marketing plan to move things forward.

In the first video, we talk honestly about what it feels like when you just want to quit, how to reframe that fear, and truly embrace the discomfort that comes with growth so that you can take your next brave step forward.

In the second video, we get more practical as we identify your clear, simple marketing strategy for growth and map out a plan to help you reach new people, build your brand, and make consistent sales.

Use this worksheet to reflect, plan, and refocus on the elements from both videos.

You're closer than you think - and far more capable than you realise.

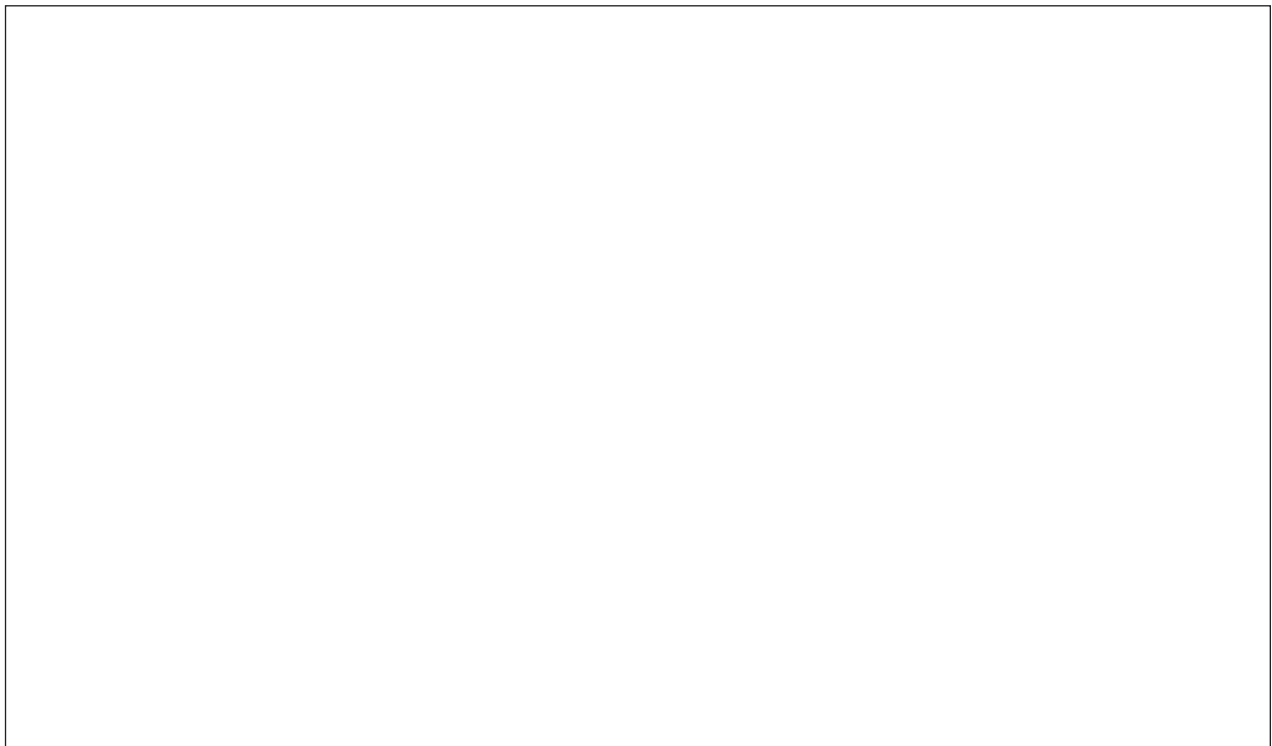
Use this space to remind yourself of your vision. What are you trying to do here, and why does it matter?

A large, empty rectangular box with a thin black border, intended for the user to write their vision and goals.

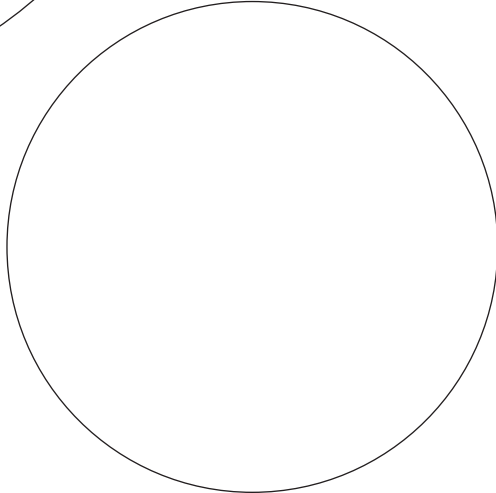
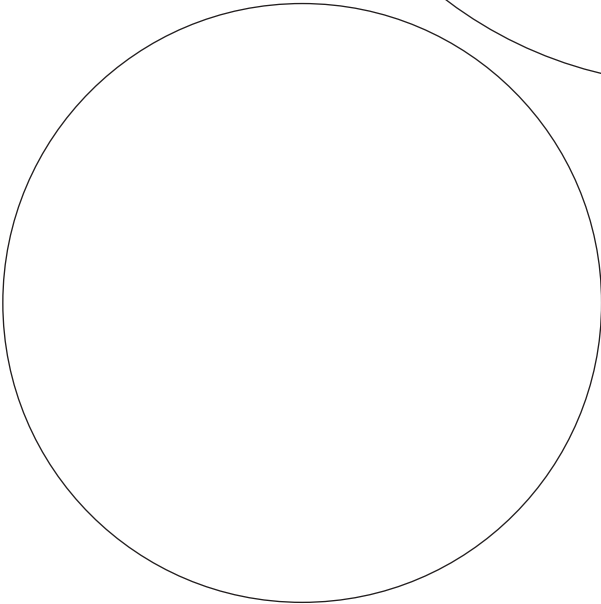
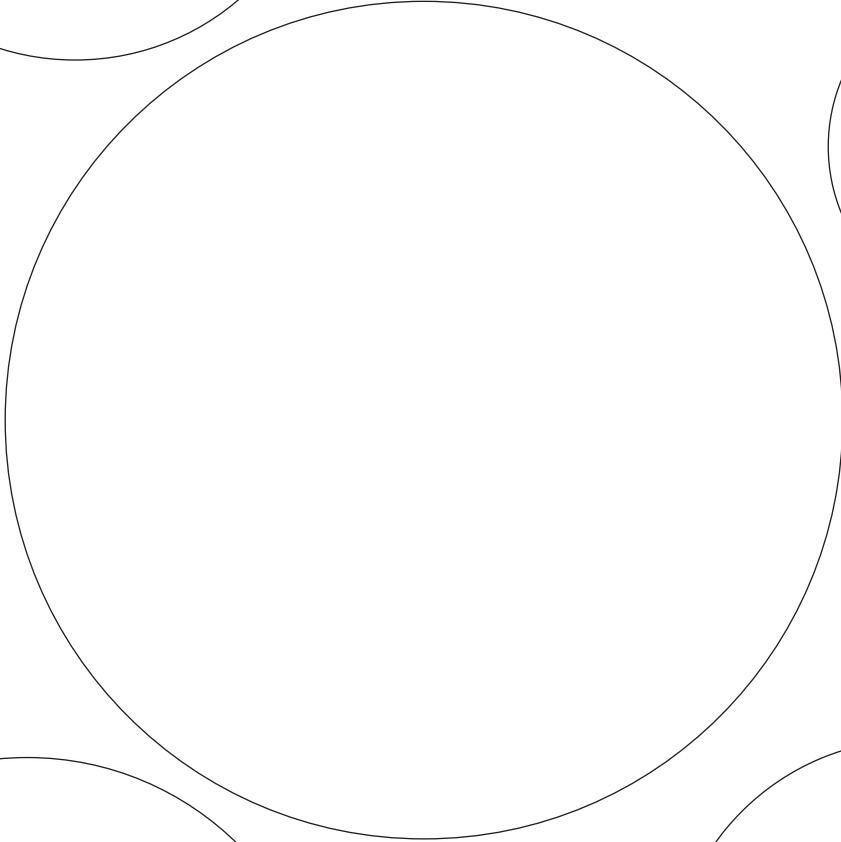
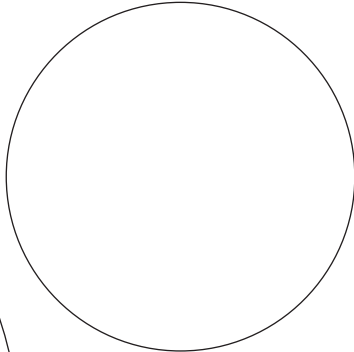
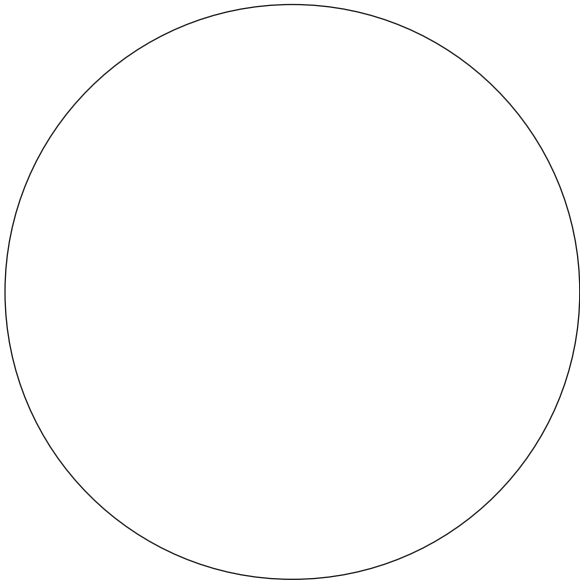
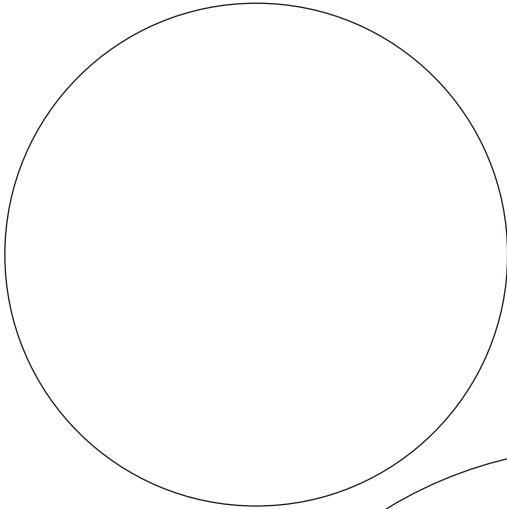
What is the current story you're telling yourself that is stopping you from working towards that vision? E.g. I'm just too busy to work on the things that will change my life.

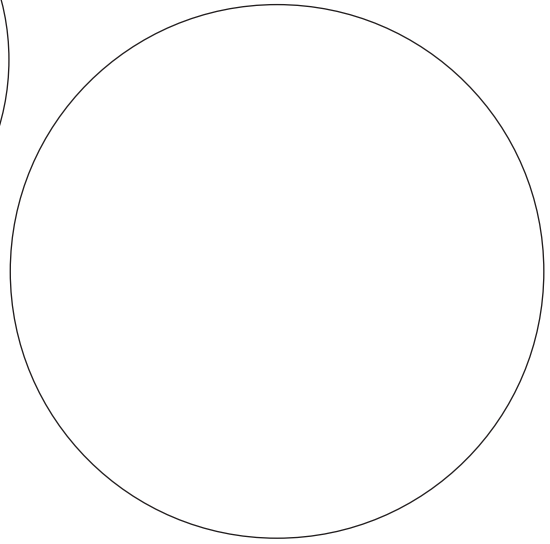
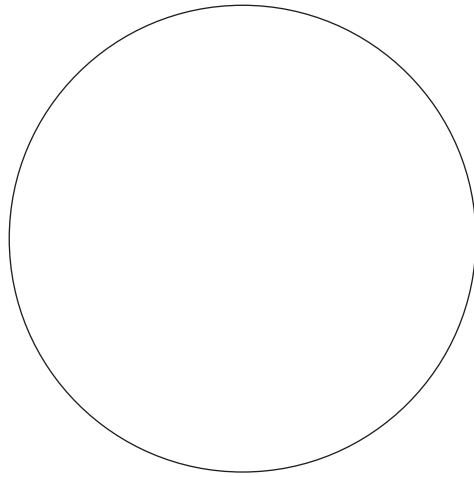


How can you reframe or retell this story to get back to work. Using the example above, it could be as simple as: "I have lots of time, let me see where I can find time in my diary this week."

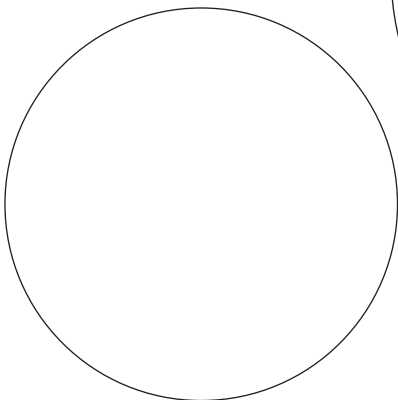
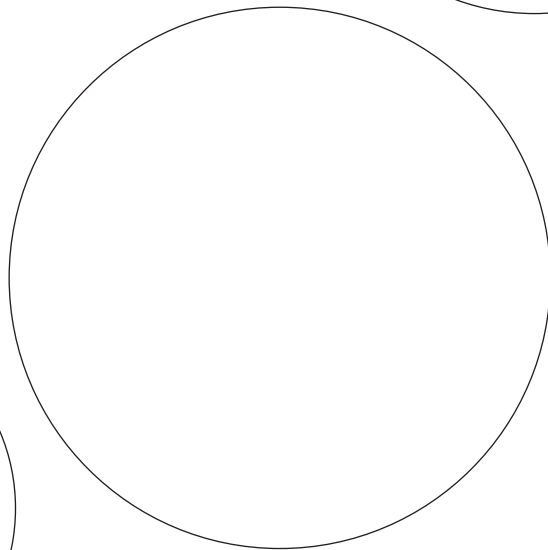
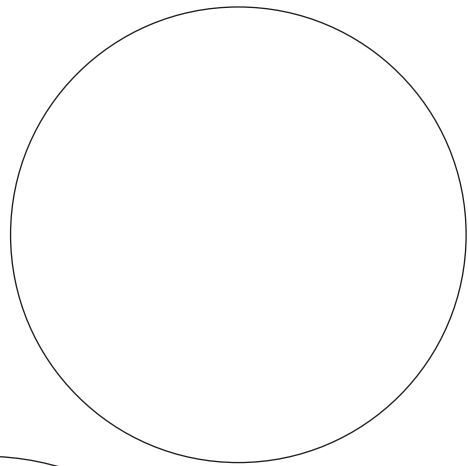


Use this space to get all of the projects in your head out on paper. The bigger the bubble, the bigger the priority.





Use this space to put those projects in order. Imagine these as stepping stones across the river. Each stone is a project you must complete well to hit your dream goals.



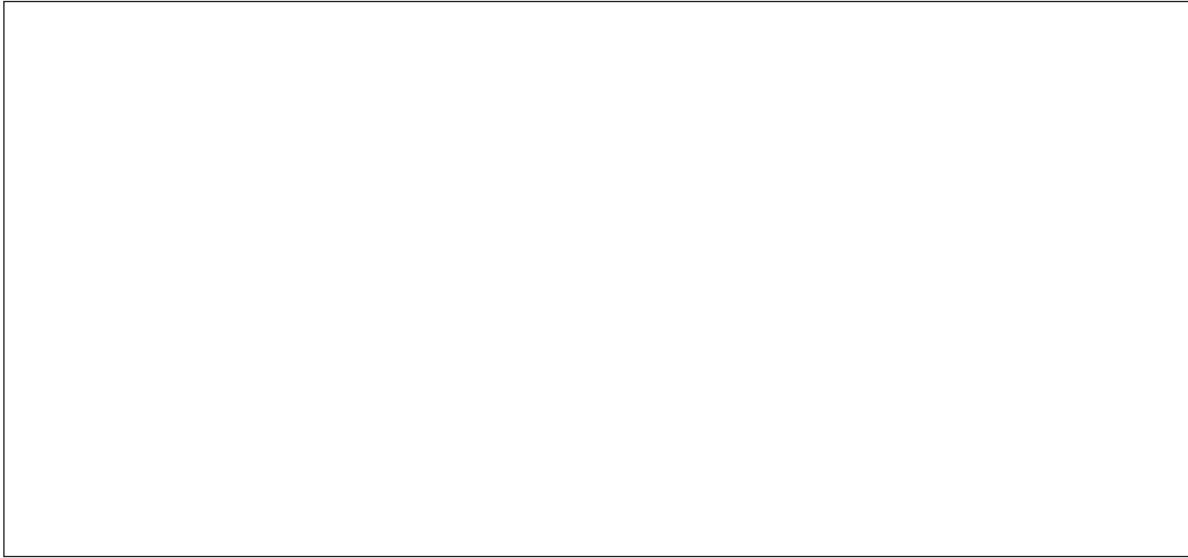
Use this space to think about the one small thing you could do 'today' to move your life forward. What is the one action?

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to write their response to the prompt above.

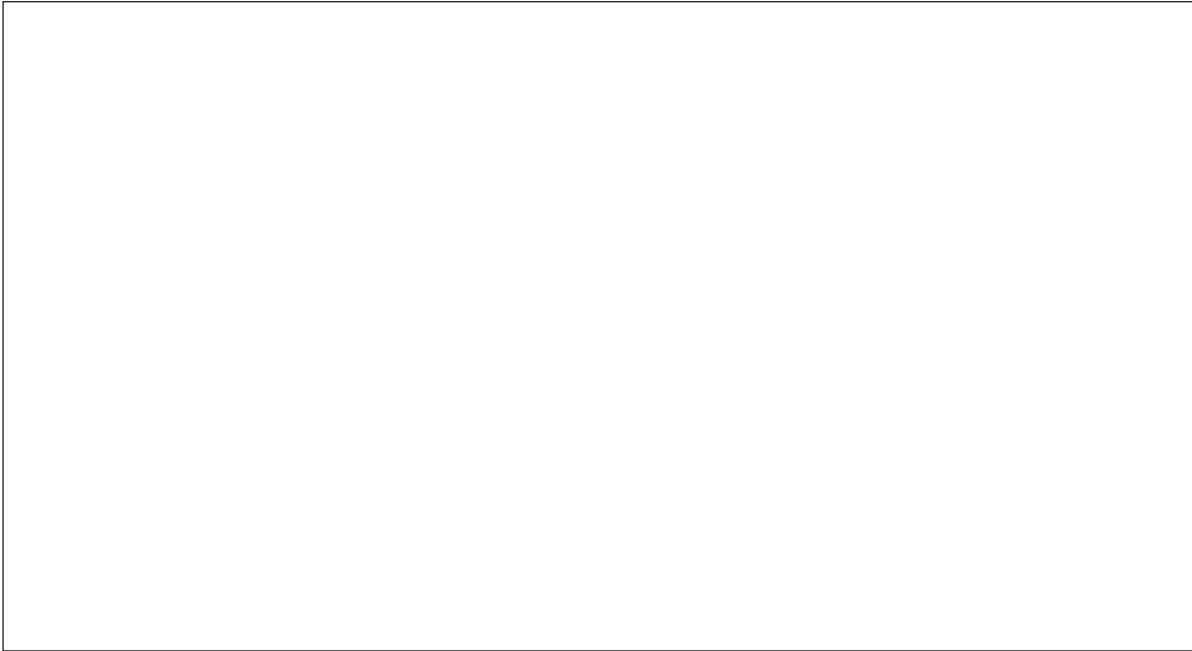
You're about to go through a period of discomfort in order to grow. What skill, resilience, or value will you develop by going through this discomfort?



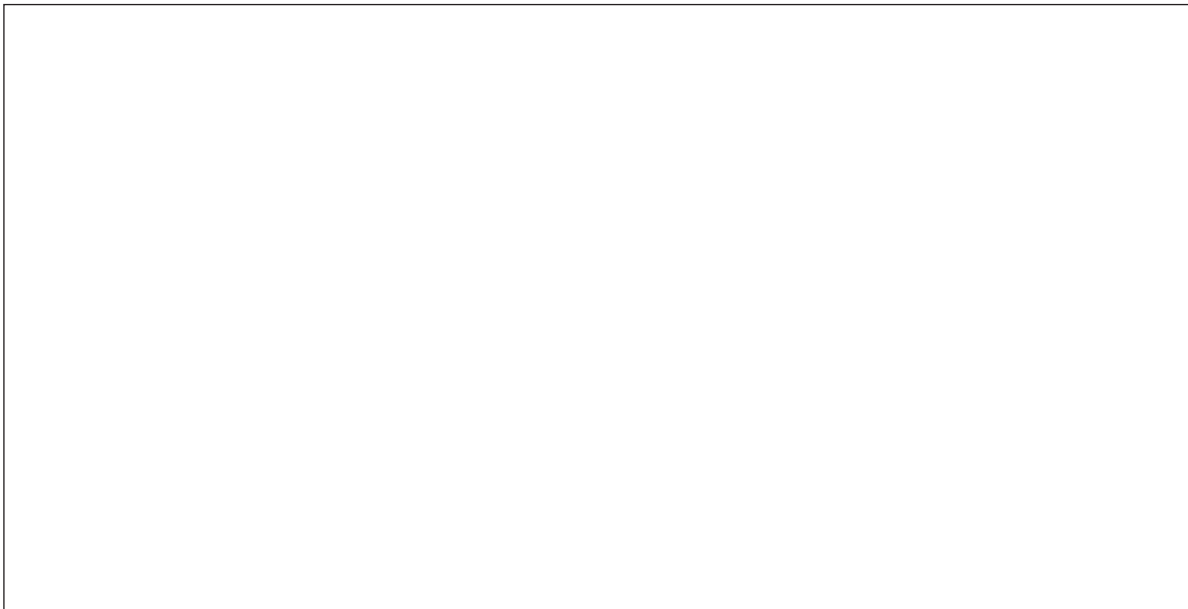
SELL



BRAND



REACH



HOW CAN I BREAK INTO NEW MARKETS? (REACH)

[Empty rectangular box for notes]



[Empty rectangular box for notes]


HOW CAN I 'SHOW' THE VALUE I PROVIDE? (BRAND)

[Empty rectangular box for notes]



[Empty rectangular box for notes]

HOW CAN I INVITE PEOPLE TO EXPLORE THE PRODUCT (SALES)

A large, empty rectangular box with a thin black border, intended for taking notes or drawing ideas related to the sales strategy.A second large, empty rectangular box with a thin black border, identical to the one above, for additional notes or ideas.