



# 2018 PLANNING WORKBOOK



working with dog.





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 **GOAL #1 REVENUE**

## Your business exists for one purpose: **TO MAKE MONEY !**

So let's jump straight into the juicy stuff. Consult your **PROFIT/LOSS STATEMENT** and **REVENUE BREAKDOWN** for these questions.

**How much REVENUE did you earn in 2017?** \_\_\_\_\_

Chances are, that revenue came into your business is a variety of ways.

### **LIST ALL THE WAYS YOUR BUSINESS GENERATED INCOME IN 2017.**

Consider products, product categories, clients, projects, events, affiliate or commission sales, licensing, B2B, B2C etc.

## **Now we move onto creating your plan for 2018!**

Do you have a **REVENUE** goal for 2017? If not, consider a percentage (20%, 25%, 50% - whatever feels right for you) increase from last year. Set a **2018 REVENUE GOAL** for your business here. It should feel slightly uncomfortable – but possible:

 **What is your REVENUE goal for 2018?** \_\_\_\_\_

Great! Now let's break your goal down into manageable milestones & set deadlines...







**GOAL #1 REVENUE**

JAN 1. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

FEB 2. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

MAR 3. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

APR 4. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

MAY 5. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

JUN 6. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

JUL 7. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

AUG 8. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

SEP 9. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

OCT 10. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

NOV 11. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

DEC 12. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

**GOAL!**

Bravo! Now go put those deadlines on your calendar





 **GOAL #2 GROWTH**

In addition to revenue, we've there are probably TON of areas in your brand and business where you might have potential to grow and evolve in 2018, including: Brand Clarity, Social Media, Email, Website, Time Spent at Work, Profitability, Financial Freedom and Fear-Busting to name a few!

Spend some time reviewing any analytics or notes you have from last year, identify some 'must do's' on your list that you're carrying into 2018, consider what you think will make the most noticeable difference in the metrics that matter to you, and then select a measurable growth goal – here are some ideas:

- + Brand Refresh (Brand Statement, brand pillars, logo/colors/fonts etc.)
- + Number of New Client Leads
- + Social Media Growth (pick one platform)
- + Email Subscriber growth
- + Web Refresh
- + Time Spent at Work
- + Profitability
- + Financial Freedom Goal (debt payoff, savings, investments, etc.)
- + Fear Busting

 **What is your GROWTH goal for 2018?** \_\_\_\_\_

Great! Now let's break your goal down into manageable milestones & set deadlines...







 **GOAL #2 GROWTH**

JAN 1. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

FEB 2. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

MAR 3. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

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AUG 8. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

SEP 9. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

OCT 10. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

NOV 11. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

DEC 12. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

**GOAL!**

Bravo! Now go put those deadlines on your calendar



 GOAL #3 **PERSONAL**

## Freedom & Fulfilment

Before we get into choosing concrete objectives – let's take a moment to design that dream life. A year from now, or five years from now if that feels more realistic... What is your dream scenario?

What does a DAY IN YOUR LIFE look like? Where are you living, what are your rituals, who do you share your days with? What is the calibre of colleague you are surrounded by, what is your work-space and life space like? What "stuff" have you acquired or shed and most importantly, how do you spend your TIME and how do you FEEL? Being an entrepreneur is supposed to be about having a 'lifestyle business' – so what lifestyle do you want to create? What does your unique brand of **FREE-DOM & FULFILMENT LOOK, TASTE, SMELL & FEEL LIKE?** *[Take as many pages as you like - or move this brainstorm over to your journal – don't let paper be a limitation!]*





## ☆☆ GOAL #3 **PERSONAL**

The last goal to set is a personal one. This one might be the most important because it helps balance out your other two goals (so you don't spend your whole life working!) There may also be some cross-over between growth goals and personal ones – both might be both!

Spend some time reviewing your Freedom & Fulfilment dreaming from the previous page, or look at your dreamboard - think about the life you want to create, the person you want to be in 2018 and select one measurable personal goal – here are some ideas:

- + Exercise
- + Mindfulness / Meditation / Gratitude
- + Life Balance / Sleep /
- + Play / Hobbies / Happy
- + Health / Wellbeing
- + Relationships
- + Physical Environment
- + Adventure / Travel / Exploration
- + Education / Learning
- + Personal Money / Financial Freedom Goal



**What is your PERSONAL goal for 2018?** \_\_\_\_\_

Great! Now let's break your goal down into manageable milestones & set deadlines...





★ ★ GOAL #3 **PERSONAL**

JAN 1. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

FEB 2. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

MAR 3. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

APR 4. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

MAY 5. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

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SEP 9. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

OCT 10. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

NOV 11. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

DEC 12. \_\_\_\_\_ DEADLINE: \_\_\_\_\_ REWARD: \_\_\_\_\_

**GOAL!**

Bravo! Now go put those deadlines on your calendar





# Goal Tracker



## MY GOAL \_\_\_\_\_

12.		MILESTONE:	REWARD:
11.		MILESTONE:	REWARD:
10.	<i>You're 75% there!</i>	MILESTONE:	REWARD:
9.		MILESTONE:	REWARD:
8.		MILESTONE:	REWARD:
7.	<i>You're Halfway!</i>	MILESTONE:	REWARD:
6.		MILESTONE:	REWARD:
5.		MILESTONE:	REWARD:
4.		MILESTONE:	REWARD:
3.	<i>You're 25% there!</i>	MILESTONE:	REWARD:
2.		MILESTONE:	REWARD:
1.		MILESTONE:	REWARD:



WORD FOR THE DAY:

DATE:



LONG TERM GOALS

SHORT TERM GOALS

1.

2.

3.

1. \_\_\_\_\_  
this year

2. \_\_\_\_\_  
this month

3. \_\_\_\_\_  
this week

Today I will joyfully tick these important activities off my list!

1.

2.

3.

NOTES:

#MYDAILYTREATS



**Thanks.** \_\_\_\_\_  
How will you show gratitude today?

**Reward.** \_\_\_\_\_  
What will your reward be today?

**Email** \_\_\_\_\_  
Commit to checking it only 3x today?

**Activity.** \_\_\_\_\_  
How will you play or exercise today?

**Time.** \_\_\_\_\_  
When will your work day start & end?

**Space.** \_\_\_\_\_  
What will you do today to get headspace or 'me time'?

Breakfast

\_\_\_\_\_

Lunch

\_\_\_\_\_

Dinner.

\_\_\_\_\_

Snacks,

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Cross off the icon once you've posted, checked your messages, commented etc.

Cross off the icon for each glass of water you drink





## MARKETING PLANNING

In our experience, the primary hurdle between most petpreneurs and kick-ass marketing is simply taking the time to make a plan. A marketing plan doesn't have to be a big, scary document - on the contrary - it is really just a commitment to do something on a particular day.

We'd like to invite you to commit to some deadlines (ideally 2x a month min.) for the distribution of three primary types of communication: Content (*blog, video, podcast*), Email, Social Media Posts.

### **BASIC CONTENT MARKETING STRATEGY LOOKS LIKE THIS:**

**PLAN CONTENT > PUBLISH CONTENT > SHARE VIA EMAIL > SHARE VIA SOCIAL**

There are three primary platforms in this strategy:

1. Your website (with a blog)
2. An email list (on a platform like Mailchimp)
3. Social Media

### **IN ACTION, IT LOOKS A BIT LIKE THIS:**

**PUBLISH BLOG**  
**Monday**



**SEND EMAIL**  
**Tuesday**



**SHARE on SOCIAL**  
**Wednesday**

2x Blogs per month (24/yr)

2-4 Emails per month (24-48/yr)

2-7 Social Posts: Min. 2x week (*ideally mind. 1 per day, 2 per month will be sharing the 'content'*)





## CONTENT TOPICS

**Well how to pick content topics and create effective content could be an entire planner on its OWN – but here's a few tips**

1. As far as your business is concerned, the only content worth creating is stuff that your target audience will get value out of, and is one step in their journey to buy something from you. Great content topics are inspired by the overlap between what your audience is interested in, and what your brand represents or sells.

2. Your Brand Pillars often make fantastic content categories

3. Using Google Analytics keyword planner can be an excellent place to get ideas for content that your audience is searching for. One of the tricks is NOT to talk about your products or services constantly, but to tell stories around the EDGES of your brand.

When you do this, the key is to make sure that even if you're writing about a topic only loosely unrelated to a product you sell, you find a way to mention your business, and/or your expertise and link to your services or products.

For example, in a dog training business, your clients will all be hyper local, so you want to make sure that the topics you choose are specific enough to people who have dogs in your local area, so that you will be appealing directly to your potential clients.

## Want Help?

This is a HUGE topic that is difficult to teach in its entirety in a planner! Come on over to the Facebook Group and we'll answer all your questions!







## EMAIL TRACKER

Track your email stats as you go, but CHOOSE THE DATES for your 2x emails per month now, at the beginning of the year, then put the dates on your calendar!

	SUBSCRIBERS	EMAIL #1 DATE	#1 OPEN RATE	#1 CLICK RATE	EMAIL #2 DATE	#2 OPEN RATE	#2 CLICK RATE
JAN	_____	_____	_____	_____	_____	_____	_____
FEB	_____	_____	_____	_____	_____	_____	_____
MAR	_____	_____	_____	_____	_____	_____	_____
APR	_____	_____	_____	_____	_____	_____	_____
MAY	_____	_____	_____	_____	_____	_____	_____
JUN	_____	_____	_____	_____	_____	_____	_____
JUL	_____	_____	_____	_____	_____	_____	_____
AUG	_____	_____	_____	_____	_____	_____	_____
SEP	_____	_____	_____	_____	_____	_____	_____
OCT	_____	_____	_____	_____	_____	_____	_____
NOV	_____	_____	_____	_____	_____	_____	_____
DEC	_____	_____	_____	_____	_____	_____	_____





## SOCIAL MEDIA PLATFORM REVIEW

### AVG. TIME SPENT PER DAY

### PLATFORM PURPOSE & PRIMARY AUDIENCE



35 min.

**Social Engine** | Connect, Post, Poll, Chat & Catchup

**Audience:** 79% of all online adults



15 min.

**Visual Storytelling Engine** | Build Brands & Relationships

**Audience:** 90% of Instagram users are under the age of 35



1 min.

**News Engine** | Get Fast News, Customer Service & Watch trends

**Audience:** 37% of Twitter users are between the ages of 18 and 29



34 sec.

**Networking Engine** | Connect with College Grads & Professionals

**Audience:** 50% of online adults with college degrees are on LinkedIn



1+ hr.

**Video Search Engine** | Teach, Learn, Entertain & Be Entertained

**Audience:** 91% of online 13- to 17-year-olds use YouTube - time spent by users ages 35 and up is growing 40% faster than adults overall



21 min.

**Visual Search Engine** | Pin your Physical or Digital Products

**Audience:** 45% of online women use Pinterest (vs. 17% of men)



### EXPERT TIP

Use Facebook, but then pick just **ONE** other platform to really commit to!



## SOCIAL MEDIA **IMAGE SIZE GUIDE**



**Group Photo: 820x428px / Page Cover: 820x312px / Ad Image Size: 1200x628px**

*\*\* Use PNG for better resolution*



**Photo: 1080x1080**

*\*\* I use a template that is 1200x1200, which translates well to Facebook too*



**Header Photo: 3000x1000 / Profile Image: 500x500**

*\*\* Use an image with your tweets to increase reach & engagement*



**Personal Profile: 1584x396 / Company Profile: 1536x768 / Logo: 400x400**

*\*\* LinkedIn allows larger photos [up to 8mb] so if it's fuzzy try a less compressed image*



**Cover Photo: 2560x1440 px (min 2048 x 1152 px ) / Min. 'safe area': 1546 x 423px**

*\*\* YouTube cover images get very cropped, so leave plenty of space around the edges*



**Pin: 736x1104 px / Longer Pin: 736x2061 px / Profile Image: 165x165px**

*\*\* Use text or a title in your image (taking-up less than 20%) to increase clicks to content*



### EXPERT TIP

Looking for gorgeous, affordable social templates? Try [CreativeMarket.com](https://www.creative.market)





## We help petpreneurs

Find freedom & fulfillment by building brands instead of just businesses... We help make marketing easier, more effective and \*gasp\* maybe even fun...

We created Working with Dog, the Official Club for Petpreneurs, to be a safe, supportive space for you to do exactly that...

### Meet Nic.



My name is Nichole, but you can call me Nic. I believe that entrepreneurs find freedom by building brands instead of just businesses – so I help petpreneurs build successful brands that support the life of their dreams. I have a Masters in Marketing and a decade of practical experience creating and growing pet brands, including ‘Dog is Good’ which I co-founded in 2007. As a graphic designer, commercial pet photographer, and marketing strategist I have had the opportunity to help solopreneurs and billion dollar brands alike launch, and grow. My book ‘Million Dollar Dog Brand’ is the essential guide for entrepreneurs who want to build a profitable, sustainable business in the pet industry.

### Meet Jane.



Jane's been rocking it out in the pet industry for 16+ years, leading content strategy and marketing as Former Editor-in-Chief of Pet Health Network, Senior Producer at Petfinder.com, Founder of AdvoCats (and Dogs, Too!) and with many other leading pet brands like Animal Planet, Petco and more. As President of 'cause Digital Marketing and new co-owner of Working with Dog, she specializes in helping pet businesses large and small focus on achieving their marketing results, so they can focus on what matters--helping pet parents celebrate and take the best care of their pets.

## We are here to help.

Together with our team, work hard to ensure **that we produce and share this kind of crazy valuable stuff in Working with Dog, the Official Club for Petpreneurs like you.** If you have specific topics, needs, questions or ideas for future Marketing Genius content - we'd love to hear it! Get in touch at: [hello@workingwithdog.com](mailto:hello@workingwithdog.com)

**WANT MORE? CHECK OUT THE PREMIUM 2018 PLANNING FAST LANE CONTENT**

<http://bit.ly/FL2018Planning>