



WHERE ARE YOU GOING?

If I asked you "**How do I get there?**" you'd probably reply? "**Where are you going?**"

It's the same in business, if you don't know the end destination, there's little chance of you taking the best route to get there.

Decide on your destination, when you'd like to get there, then map out your route. Once you know where you're going, it becomes so much easier to work everything else out.

If you're on your bike, and you want to get to Dubai for lunch tomorrow, then you need to change something. It could be the destination, it could be the timescale, maybe it's the transport, but something's got to change.

I see many business owners pick up a map, choose a mode of transport without knowing where they are going, and that's just dangerous.

That way you end up using the wrong marketing to achieve your goals.

Start by planning where you want to go and design your ideal life by using our planner overleaf, just one of the tools in my Marketing and Sales System.

Always happy to chat if you want some help planning how to get to your destination. 07949 188923

Planning Your Ideal Life

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	Monthly	Annually
Mortgage		
Gas		
Electric		
Water		
Council Tax		
Insurance		
Other		
Holidays		
Private Health		
Cars		
School Fees		
Housekeeper		
Gardener		
Gym membership/personal trainer		
Going Out		
Restaurants		
Tickets		
Taxi/chauffeur		
Clothes		
Groceries		
Life Ins/Critical Illness		
Pension/Savings		
Other:		
Other:		
Other:		
Other:		
Total	£	£
	<i>Monthly</i>	<i>Annually</i>