



MINDFUL ABOUT LIFE

SELF-LEADERSHIP

BE YOUR OWN BEST BOSS

BUSINESS GOALS  
PLANNER  
FOR 2024

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## HOW TO USE THIS GUIDE

These are guiding questions for you to get to your best year EVER. These questions are going to help you set your goals for 2024 and then help you to accomplish them.

You should write your answers to these questions. You can do that by printing out this guide, you can write on the pdf digitally or you can write your answers in a word processing document or a paper journal. You should write in whatever fashion works for you, but WRITE your answers.

And don't forget that there is more to life than business and work. Set some personal goals as well.

If you have trouble answering any of the questions, get some help! You can turn to a good friend or I can give you some coaching. You can find me at [shaya@MindfulAboutLife.com](mailto:shaya@MindfulAboutLife.com)

*Shaya*

## STEP 1 - WHAT IS YOUR DESTINATION?

What is the goal of your business? Why did you start your business? Why did you learn your profession? Every solopreneur has a reason for starting their business.

For a yoga instructor it might be because a dear friend in childhood had chronic pain and when they did gentle movement together the pain was relieved.

A copywriter might get a really high from using their writing skills to help other get their message out.

I started coaching because as a teacher for 40 years I found that I was often coaching my students and found that very rewarding, so I learned more about it and started coaching clients.

What is the goal of your business?

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## STEP 2 - YOU ARE HERE

Have you ever started WAZE or Google maps, typed in your destination and then realized the GPS on your phone is turned off? WAZE will gently tell you that it cannot really help you very much unless you let it know where you are now.

You are about to plan your journey to a successful 2024. Before you start planning you need to know where you are.

For example, if you want to increase revenue in 2024, what was your revenue in each quarter of 2023?

What are the strengths of your business? Do you want to build on those? What are your business's weaknesses? How do you want to deal with those?

One way to look at where you are is by doing a SWOT analysis.

What are the **STRENGTHS** of your business?

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What are the **WEAKNESSES** of your business?

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What OPPORTUNITIES does your business face?

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What THREATS does your business face?

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Now you need to think!



How will your strengths affect your goals? Do you want to build on them?

How will your weaknesses affect your goals? How will you overcome them?

How will your opportunities affect your goals? How will you take advantage of them?

How will your threats affect your goals? How will you minimize them?

## STEP 3 - DESTINATION - THERE

Now that you know where you are you are ready to start planning your “trip”. You can start setting up some goals that are based on this past year and reflect on what you learned from your SWOT analysis.

Since you are running a business, your first goal will, most probably, be a revenue goal.

What is your revenue goal for 2024?

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What is your profit goal for 2024?

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Based on your revenue and profit for 2023, on a scale of 1 – 10, how realistic is this goal?

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Based on your revenue and profit for 2023, on a scale of 1 – 10, how much is this a stretch goal?

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Why is this goal meaningful to you?

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If you achieve this goal, how will that make you feel?

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How can you start feeling that feeling right now?

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What thoughts will you have to think to reach this goal?

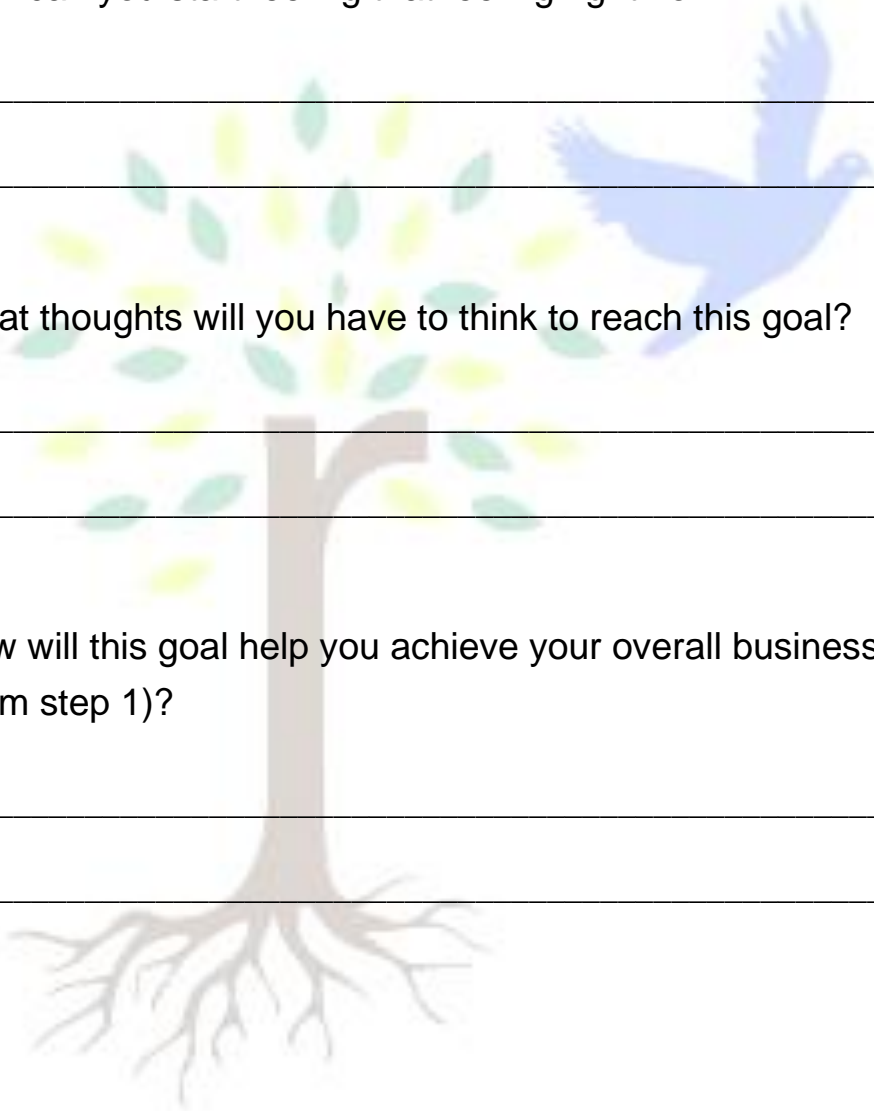
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How will this goal help you achieve your overall business goal  
(from step 1)?

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What other goal do you have for 2024? This might be writing a book, going to 2 networking events each week, getting a certification, sending out a newsletter every week or anything else.

What is your other business goal for 2024?

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Based on 2023, on a scale of 1 – 10, how realistic is this goal?

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Based on 2023, on a scale of 1 – 10, how much is this a stretch goal?

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If you achieve this goal, how will that make you feel?

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How can you start feeling that feeling right now?

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What thoughts will you have to think to reach this goal?

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How will this goal help you achieve your overall business goal (from step 1)?

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Who can help you reach this goal?

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What might get in the way of you reaching this goal?

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How will you overcome the obstacles to you reaching your goal?

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• You can repeat this step for as many big goals as you have for .....  
• your business, but my advice would be to keep it simple – one .....  
• revenue and profit goal and no more than three other goals. ....  
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## STEP 4 - PLANNING THE STEPS - Q1

Thankfully, when we have a big undertaking, we get to break it up into pieces. A university degree is broken up into semesters, a car trip is broken up by bathroom breaks.

We are going to break down your year goals into quarterly goals. Then you will plan milestones for every quarter so that you know what to expect every 12 weeks.

Look at your goals for the year. What steps do you have to take during Q1 to reach those goals? In other words, what are your goals for Q1?

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During Q1, what will you have to do differently than last year to reach your revenue and profit goal?

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What will you measure on 31 March 2024 to know if you did what you had to do?

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What will be the obstacles to doing what you have to do in Q1 to reach your 2024 revenue and profit goals?

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How will you overcome these obstacles?

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Who can you look to for help in Q1?

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*Your Other Goal(s)*

Look at your other goals for the year. What steps do you have to take during Q1 to reach those goals? In other words, what are your goals for Q1?

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During Q1, what will you have to do differently than last year to reach your other business goals?

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What will you measure on 31 March 2024 to know if you did what you had to do?

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What will be the obstacles to doing what you have to do in Q1 to reach your 2024 other business goals?

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How will you overcome these obstacles?

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Who can you look to for help in Q1?

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## PLANNING THE STEPS - Q2

You can wait until the end of Q1 to plan Q2 or you can “pencil in” your answers while planning the whole year and then refine your answers before Q2. Especially if your business is seasonal, you should do more planning for each quarter. You should set a reminder in your Google or Outlook calendar for 15 March 2024 to review and refine you Q2 goals.

Look at your goals for the year. What steps do you have to take during Q2 to reach those goals? In other words, what are your goals for Q2?

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During Q2, what will you have to do differently than last year to reach your revenue and profit goal?

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What will you measure on 30 June 2024 to know if you did what you had to do?

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What will be the obstacles to doing what you have to do in Q2 to reach your 2024 revenue and profit goals?

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How will you overcome these obstacles?

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Who can you look to for help in Q2?

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*Your Other Goal(s)*

Look at your other goals for the year. What steps do you have to take during Q2 to reach those goals? In other words, what are your goals for Q2?

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During Q2, what will you have to do differently than last year to reach your other business goals?

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What will you measure on 30 June 2024 to know if you did what you had to do?

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What will be the obstacles to doing what you have to do in Q2 to reach your 2024 other business goals?

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How will you overcome these obstacles?

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Who can you look to for help in Q2?

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## PLANNING THE STEPS - Q3

You can wait until the end of Q2 to plan Q3 or you can “pencil in” your answers while planning the whole year and then refine your answers before Q3. Especially if your business is seasonal, you should do more planning for each quarter. You should set a reminder in your Google or Outlook calendar for 15 June 2024 to review and refine you Q3 goals.

Look at your goals for the year. What steps do you have to take during Q3 to reach those goals? In other words, what are your goals for Q3?

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During Q3, what will you have to do differently than last year to reach your revenue and profit goal?

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What will you measure on 30 September 2024 to know if you did what you had to do?

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What will be the obstacles to doing what you have to do in Q3 to reach your 2024 revenue and profit goals?

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How will you overcome these obstacles?

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Who can you look to for help in Q3?

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*Your OTHER GOAL(S)*

Look at your other goals for the year. What steps do you have to take during Q3 to reach those goals? In other words, what are your goals for Q3?

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During Q3, what will you have to do differently than last year to reach your other business goals?

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What will you measure on 30 September 2024 to know if you did what you had to do?

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What will be the obstacles to doing what you have to do in Q3 to reach your 2024 other business goals?

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How will you overcome these obstacles?

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Who can you look to for help in Q3?

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## PLANNING THE STEPS - Q4

You can wait until the end of Q3 to plan Q4 or you can “pencil in” your answers while planning the whole year and then refine your answers before Q4. Especially if your business is seasonal, you should do more planning for each quarter. You should set a reminder in your Google or Outlook calendar for 15 September 2024 to review and refine you Q4 goals.

Look at your goals for the year. What steps do you have to take during Q4 to reach those goals? In other words, what are your goals for Q4?

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During Q4, what will you have to do differently than last year to reach your revenue and profit goal?

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What will you measure on 31 December 2024 to know if you did what you had to do?

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What will be the obstacles to doing what you have to do in Q4 to reach your 2024 revenue and profit goals?

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How will you overcome these obstacles?

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Who can you look to for help in Q4?

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*Your OTHER GOAL(S)*

Look at your other goals for the year. What steps do you have to take during Q4 to reach those goals? In other words, what are your goals for Q4?

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During Q4, what will you have to do differently than last year to reach your other business goals?

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What will you measure on 31 December 2024 to know if you did what you had to do?

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What will be the obstacles to doing what you have to do in Q4 to reach your 2024 other business goals?

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How will you overcome these obstacles?

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Who can you look to for help in Q4?

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