



ActionCOACH 90-Day Plan

For

From: _____ To: _____

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Step 1: Mastery

Money Mastery :

From a financial perspective what are your goals? What are your Revenue and Profit goals ... ? Set your goals for these areas to be achieved within the next 90-days. You will need to use either the ActionCOACH Budget/Profit Tracker and or Action Annual Cashflow Budget or a prescribed format to do this in more detail with your Coach.

Other Areas of Financial Mastery you may need to focus on ...

Reporting Mastery -

KPI Mastery –

Break Even Mastery

Complete this with your profit built in for this coming Quarter.

1st Calculate your gross margin: the percentage of each dollar you sell that stays with you to pay for overhead.

Time Period	Quarter ___ - 200__
Total Sales/Revenues - A	<input type="text"/>
-	
Cost of Sales/Goods Sold/Variable Costs - B	<input type="text"/>
=	
Gross Income - (A - B) = C	<input type="text"/>
Gross Margin - (C / A) = D	<input type="text"/>

2nd Calculate your break-even sales: the total sales you need to break-even on your fixed costs.

	Quarterly	Monthly	Weekly	Daily
Fixed Costs - E	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
/				
Gross Margin - Part 1 - D	<input type="text"/>			
=				
Break-Even Sales - (E / D) = F	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

3rd Calculate your break-even transactions: the total # transactions you need to reach break-even sales.

Average \$ Sale - G (Value of average order/sale)

B/Even Transactions – (F/G) = H

Conversion Rate – I (% of leads converting to sale)

Leads Require – (H / I) = J

Net Profit \$ - (C – E) = K

Net Profit % - (K / A) = L

Step 2: Niche

This section refers to how you will separate yourself from your competition. It will involve promoting your business and generating sales from that promotion. Firstly, let's see what the numbers need to be in each of the 4 remaining sections after we have already done Margins in Mastery.

		Last Qtr	Percentage Change	Next Qtr
LEADS	#			
X				
CONVERSION RATE	%			
=				
NEW CUSTOMERS	#			
EXISTING CUSTOMERS	#			
# OF CUSTOMERS	#			
X				
# OF TRANSACTIONS	#			
X				
AVG \$ SALE	\$			
=				
REVENUES	\$			
X				
MARGINS	%			
=				
PROFITS	\$			

Lead Generation Goals:

What is the number of leads you will need to generate for each strategy in order to achieve your financial goals? What needs adjusting, what needs removal, what should stay the same and what new strategies need implementing? Up to 3 new strategies to implement this Qtr. Remember to complete a break-even analysis for any new campaign before you run with it. Think about the total \$\$ invested, Your lead and then conversion Acquisition costs, you # of leads Goal, Your Conversion Rate Goal and so on ... remember Who, Where, What, Why and How ...

Strategy: _____

Step 4: T.E.A.M.:

If the business is to ever become “a commercial, profitable enterprise that works without you” you will need to improve each of the “6 Keys to a Winning Team”. Within each area, how will you improve you and your teams’ effectiveness? Remember TEAM, stands for, Together Everyone Achieves More. The word ACHIEVE is vitally important, it’s not about everyone just having a great time; it’s about achieving more as a team.

1. Strong Leadership:

How will you improve your leadership ability? Remember leadership is about the ability to inspire people with your vision. So how will you improve the clarity of your vision? How will you improve your effectiveness to inspire others with your vision?

2. Common Goal:

Every one of your team members needs to clearly understand the Common-Goal of the business. Furthermore they need to be focused toward helping achieve that goal. How will you clearly communicate the common goal of the business to your team? Why and how will they be focused on helping that be achieved? What are your goals for the next 90-days?

3. Action Plan:

Each team member needs to have a clear Action Plan to follow in order to help the Common Goal be achieved. For each team member, identify what their Action plan will be over the next 90-days.

4. Rules of Game:

In order for each team member to achieve the Common Goal, what are the rules in which they must adhere to? In this section, determine what needs to be improved and/or changed to improve the teams overall effectiveness. How will you know when that has been achieved?

5. Support Risk Taking:

Sometimes team members need to step outside the “rules of the game” in the spirit of achieving the Common Goal. How will you, as the leader, support them in doing so? How will you help them see, hear, and understand that it is ok to do so, as long as it is in line with achieving the Common Goal?

6. 100% Involvement and Inclusion:

Ensuring that every team member is included is your responsibility as the leader. Ensuring that each team member participates 100% is the team members’ responsibility. How will you ensure that every team member is included and is part of the team? How will you assist the team members to always be participating 100%?

Step 7: Your Pledge

Remember the **ActionCOACH** system of Idealization, Visualization, Verbalization and Materialization, this needs to be a daily task, the more you do it the better your focus and the better your results ...

Time to write yourself a ...

- Personal 90 Day Letter and,
- Your Coach a 90 Day Letter ...

... and, when You and Your Coach read these letters in 90 days at your next Members Club planning session you will see what was achieved and what goals you beat ...

All that is needed now is your pledge to yourself in writing that you will implement this **90 Day Action Plan**.

On this day of _____, I hereby pledge to myself to fully and diligently implement my plans to achieve my goals as outlined in this Action Plan.

Signed: _____

Witness: _____