

Jen Pennock 90 day plan July 1-Sept 30

Vision - *what would you be happy with in 12 months*

My goal is to increase the amount of money that I make as an entrepreneur up to a rate of about 60,000/year by Dec 2019. So, by December 2019, I want to make \$5000 per month on this business.

Mindset commitment

- journal every day
 - assess my energy level (from Sherri's talk) in my journal and use her tools to raise my energy level
 - Work on money blocks (work from Get Rich Lucky Bitch)
- 2 calls with Lottie every month
- therapist at least 2 times a month
- Continue antidepressants as long as I need them

Project, outcome, action, tools

Project - online course

Specific outcomes:

- Complete creating version 1.0 of the course
- Have at least 3 people who have started to course

Action:

- Get whatever malpractice insurance I need for coaching
- Create the take away pieces
- Plan and film
- Editor
- Send out presales 9 word email for my course

Tools

- Watch video again on-online course
- Do the 28 day Kajabi course (to keep me on track and get done?)

Project - my website and email list

Specific outcomes:

- Increase organic traffic to my website (from 25 a month to 75 a month)
- Increase the size of my email list (from 50 to 150)

Action:

- Create and launch my click bait/pop up for newsletter (I stalled on this)
- Continue weekly blog and newsletter
- Implement basics of SEO and Yost (I don't even know what those are really)
- Create a one page sheet with my webpage and ebook, give to all of my patients with obesity

Tools:

- Find online course on SEO and Yost

Project - other people's audiences

Specific outcomes:

- Write at least 2 guest posts
- Be invited to be on at least one podcast
- Get my ebook on at least 2 affiliate sites
- Put ebook on Amazon (and do print copy)

Action:

- Send out another 50 affiliate/guest post emails
- Send out 40 podcast pitches

Tools:

- Rewatch video on podcast pitches