THE QUARTERLY BUSINESS PLAN

**Quarter:**

**Year:**

**Goals for this Quarter: These Goals should stem from your overall Goals as outlined in your Business Plan for the year**

E.g.:

1. Increase sales by 10%

2. Add 10% more new leads to our email list

3. Increase our social media following by 10%

4. Gain 10% more Clients than last Quarter

5. Save 1% more of each deposit

**Strategies to Achieve these Goals:**

E.g.:

* Create 9 new posts and post every Thursday at 11:00am
* Create and send 1 email that provides value to our list and is interesting to read to our email list on the 1st of each month
* Brainstorm additional product offerings
* Approach vendors/companies that share our Target Market Personas and propose a partnership
  + List potential vendors/companies and specifics of the partnership
* Attend 3 networking Events:
  + List Event #1
  + List Event #2
  + List Event #3

**Measurements of Success:**

E.g.:

* $X in sales by the end of this Quarter
* X amount of new leads
* X amount of Clients booked
* X amount of new followers of Instagram
* X amount in our Profit account
* Etc.

**Planned Celebration if we meet our Measurements:**

* Dinner out at our favorite restaurant on the 1st day of the new Quarter!

**If we didn’t meet our Measurements, what can we do differently and better for next Quarter?**