## Annual Strategic Planner

Circle what you’re most drawn to, mastermind, and then create your strategy on the next page.

<table>
<thead>
<tr>
<th>YEAR: 2019</th>
<th>1ST QUARTER</th>
<th>2ND QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>FEB</td>
<td>MAR</td>
</tr>
<tr>
<td><strong>ENROLLING &amp; RANK ADVANCING</strong></td>
<td><strong>ENROLLING &amp; RANK ADVANCING</strong></td>
<td><strong>TRAINING</strong></td>
</tr>
<tr>
<td><strong>SEASONS OF FOCUS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PROMOS:</strong></td>
<td></td>
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</tbody>
</table>
| - Reactivation  
- Frankincense extended  
- New Year New You | - New Year New You BOGOs  
- Deep Blue® | - Deep Blue extended  
- Enroll 100PV get 50PV  
- 200PV = Immortelle | | |
| **EVENTS:** | | | | | |
| - New Year classes  
- Diamond Club qual.  
- Leadership qual.  
- Blue & Presidential Diamond Summit | - Spring  
- Spring Tour  
- EU Convention  
- Japan Convention | - Leadership Retreat  
- Wellness Prosperity | - Convention qual.  
- Diamond Club qual.  
- Presidential Diamond trip | | |
| **POSSIBLE THEMES:** | | | | | |
| - Weight Management  
- Exercise | - Mental/emotional health  
- Digestive health  
- Exercise  
- Supplements | - Spring Cleaning  
- DIY  
- Internal cleansing | - Skincare and skin health  
- Digestive health | | |
| **POSSIBLE CAMPAIGNS:** | | | | | |
| - Class contest  
- Loyalty Rewards  
- Customer education | - Class contest  
- Launch Rank Program  
- AromaTouch® Technique  
- Couple classes | - Enrollments contest  
- March Madness | - Launch Diamond/Sliver program  
- Convention contest  
- Team trainings  
- Incentive trip qual.  
- AU Convention  
- Convention tickets | - Team building retreats  
- Nurture relationships | |
### 3rd Quarter

<table>
<thead>
<tr>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
</tr>
</thead>
</table>
| • 100PV Order | • 100PV LRP = LLV | • 100PV LRP = LLV  
  • Convention Kit |
| • Convention qual.  
  • DC Qual.  
  • Summer Team Party | • Fall DC begins  
  • China Convention | • Global Convention |

### 4th Quarter

<table>
<thead>
<tr>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
</table>
| • 200PV Order  
  • Convention products available | • 20% off enrollment  
  • Holiday  
  • BOGOs | • 100PV LRP = LLV  
  • Convention Kit |
| • Post Conv. Tours  
  • Team trainings | • Leadership qual.  
  • Mexico Convention  
  • Giving back celebration | • Diamond Club qual. |
| • Event promo  
  • Event contest | | |

### Personal Development

<table>
<thead>
<tr>
<th>REST &amp; REFOCUS</th>
</tr>
</thead>
</table>

#### 3rd Quarter

- Travel  
- Cooking

#### 4th Quarter

- Event promotion  
- LRP incentives  
- Rank

**INFORMED SELF-CARE**

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<th>SEP</th>
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</table>
| • Travel | • Outdoor BBQ | • Daily Wellness habits  
  • New products  
  • Convention recap |
| • Event promo  
  • Event contest | | |

**REST & MANAGE STRESS**

<table>
<thead>
<tr>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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</thead>
</table>
| • Event promotion | • LRP incentives  
  • Rank | • 12 days of Christmas  
  • Goal setting  
  • 31 days of Frankincense  
  • Charitable match |
| | | |

*Adjust according to your own needs and location. Promos are examples only and may vary.*
### Annual Strategic Planner

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- **GOALS:**
  - Rank:
  - Top 3 Actions:
  - Personal Development:

- **SEASONS OF FOCUS:**

- **PROMOS:**

- **EVENTS:**

- **THEMES:**

- **CAMPAIGNS:**
| 3RD QUARTER |  |  |  
|-------------|--|--|--
| JUL | AUG | SEP | OCT | NOV | DEC |