

# Annual Strategic Planner

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

YEAR: 2019	1ST QUARTER			2ND QUARTER		
	JAN	FEB	MAR	APR	MAY	JUN
SEASONS OF FOCUS:	ENROLLING & RANK ADVANCING			ENROLLING & RANK ADVANCING		
	TRAINING			TRAINING		
						REST & REFOCUS
PROMOS:*	<ul style="list-style-type: none"> <li>Reactivation</li> <li>Frankincense extended</li> <li>New Year New You</li> </ul>	<ul style="list-style-type: none"> <li>New Year New You</li> <li>BOGOs</li> </ul>	<ul style="list-style-type: none"> <li>Deep Blue®</li> </ul>	<ul style="list-style-type: none"> <li>Deep Blue extended</li> </ul>	<ul style="list-style-type: none"> <li>Enroll 100PV get 50PV</li> </ul>	<ul style="list-style-type: none"> <li>200PV = Immortelle</li> </ul>
EVENTS:	<ul style="list-style-type: none"> <li>New Year classes</li> <li>Diamond Club qual.</li> <li>Leadership qual.</li> <li>Blue &amp; Presidential Diamond Summit</li> </ul>	<ul style="list-style-type: none"> <li>Spring</li> <li>Diamond Club begins</li> <li>Incentive trip</li> <li>Launch camps</li> </ul>	<ul style="list-style-type: none"> <li>Leadership Retreat</li> <li>Wellness Prosperity</li> </ul>	<ul style="list-style-type: none"> <li>Spring Tour</li> </ul>	<ul style="list-style-type: none"> <li>Spring Tour</li> <li>EU Convention</li> <li>Japan Convention</li> </ul>	<ul style="list-style-type: none"> <li>Convention qual.</li> <li>Diamond Club qual.</li> <li>Presidential Diamond trip</li> </ul>
POSSIBLE THEMES:	EAT RIGHT & EXERCISE			REDUCE TOXIC LOAD		
	<ul style="list-style-type: none"> <li>Weight Management</li> <li>Exercise</li> </ul>	<ul style="list-style-type: none"> <li>Mental/emotional health</li> </ul>	<ul style="list-style-type: none"> <li>Digestive health</li> <li>Exercise</li> <li>Supplements</li> </ul>	<ul style="list-style-type: none"> <li>Spring Cleaning</li> <li>Cleaning products</li> </ul>	<ul style="list-style-type: none"> <li>DIY</li> <li>Internal cleansing</li> </ul>	<ul style="list-style-type: none"> <li>Skincare and skin health</li> <li>Digestive health</li> </ul>
POSSIBLE CAMPAINS:	<ul style="list-style-type: none"> <li>Class contest</li> <li>Loyalty Rewards</li> <li>Customer education</li> </ul>	<ul style="list-style-type: none"> <li>Class contest</li> <li>Launch Rank Program</li> <li>AromaTouch® Technique</li> <li>Couple classes</li> </ul>	<ul style="list-style-type: none"> <li>Enrollments contest</li> <li>March Madness</li> </ul>	<ul style="list-style-type: none"> <li>Launch Diamond/Silver program</li> <li>Convention contest</li> <li>Team trainings</li> <li>Incentive trip qual.</li> <li>AU Convention</li> <li>Convention tickets</li> </ul>		<ul style="list-style-type: none"> <li>Team building retreats</li> <li>Nurture relationships</li> </ul>

3RD QUARTER			4TH QUARTER		
JUL	AUG	SEP	OCT	NOV	DEC
		ENROLLING & RANK ADVANCING			
	TRAINING		TRAINING		
PERSONAL DEVELOPMENT					PERSONAL DEVELOPMENT
REST & REFOCUS					REST & REFOCUS
<ul style="list-style-type: none"> <li>• 100PV Order</li> <li>• BOGOs</li> </ul>	<ul style="list-style-type: none"> <li>• 100PV LRP = LLV</li> </ul>	<ul style="list-style-type: none"> <li>• 100PV LRP = LLV</li> <li>• Convention Kit</li> </ul>	<ul style="list-style-type: none"> <li>• 200PV Order</li> <li>• Convention products available</li> </ul>	<ul style="list-style-type: none"> <li>• 20% off enrollment</li> <li>• Holiday</li> <li>• BOGOs</li> </ul>	<ul style="list-style-type: none"> <li>• 100PV LRP = LLV</li> <li>• Convention Kit</li> </ul>
<ul style="list-style-type: none"> <li>• Convention qual.</li> <li>• DC Qual.</li> <li>• Summer Team Party</li> </ul>	<ul style="list-style-type: none"> <li>• Fall DC begins</li> <li>• China Convention</li> </ul>	<ul style="list-style-type: none"> <li>• Global Convention.</li> </ul>	<ul style="list-style-type: none"> <li>• Post Conv. Tours</li> <li>• Team trainings</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership qual.</li> <li>• Mexico Convention</li> <li>• Giving back celebration</li> </ul>	<ul style="list-style-type: none"> <li>• Diamond Club qual.</li> </ul>
INFORMED SELF-CARE			REST & MANAGE STRESS		
<ul style="list-style-type: none"> <li>• Travel</li> <li>• Cooking</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor BBQ</li> <li>• Back to school</li> <li>• Emergency preparation</li> </ul>	<ul style="list-style-type: none"> <li>• Daily Wellness habits</li> <li>• New products</li> <li>• Convention recap</li> </ul>	<ul style="list-style-type: none"> <li>• Giving back</li> <li>• Nutritional support</li> </ul>	<ul style="list-style-type: none"> <li>• AromaTouch</li> <li>• Give gratitude</li> <li>• Holiday gifts</li> <li>• Team appreciation</li> </ul>	<ul style="list-style-type: none"> <li>• Mood management</li> <li>• Boost immunity</li> </ul>
<ul style="list-style-type: none"> <li>• Event promo</li> <li>• Event contest</li> </ul>			<ul style="list-style-type: none"> <li>• Event promotion</li> </ul>	<ul style="list-style-type: none"> <li>• LRP incentives</li> <li>• Rank</li> </ul>	<ul style="list-style-type: none"> <li>• 12 days of Christmas</li> <li>• Goal setting</li> <li>• 31 days of Frankincense</li> <li>• Charitable match</li> </ul>

\*Adjust according to your own needs and location. Promos are examples only and may vary.

# Annual Strategic Planner

YEAR: _____	1ST QUARTER			2ND QUARTER		
	JAN	FEB	MAR	APR	MAY	JUN
GOALS: Rank:						
Top 3 Actions:						
Personal Development:						
SEASONS OF FOCUS:						
PROMOS:						
EVENTS:						
THEMES:						
CAMPAIGNS:						

3RD QUARTER			4TH QUARTER		
JUL	AUG	SEP	OCT	NOV	DEC