

DAY 2

Plan Day

The “3x3” Secret

Name _____

Date _____

FIND YOUR
FOCUS

COACHING PROGRAM

In Lesson 2 of the **Find Your Focus Coaching Program** I share with you my 3 x 3 secret that turns your ideas into clear, focused action steps that will feel achievable and get you results faster.

Any project, whether you're creating a lead magnet, running your first webinar, starting a Facebook group, upgrading your website, expanding your team, or implementing a new customer service system ... is made up of a series of small steps.

Running a live webinar, for example, takes

- Naming the webinar
- Choosing a date
- Creating the slides
- Deciding on a platform
- Writing the presentation
- Coming up with the Call to Action or Offer



Then there's the marketing...

- Designing a landing page (and writing and designing it)
- Creating Facebook Ads
- Looking for any free places to promote the webinar
- Social media post copy and images

So many things.

Where do you start?

Any successful project starts with creating a plan.

The 3x3 system is a simple way to take any complex project and make it achievable.

I can't wait to see your plans

Suzi Dafnis
CEO, HerBusiness

TODAY'S ACTION STEPS

Day 2: Plan Day The “3x3” Secret

Step 1: Watch

Watch Lesson 2 of the Find Your Focus Coaching Program.

Step 2: Do

Spend 15 minutes in a quiet space mapping out your 3 x 3 plan.

Choose 3 x Strategic Objectives (Big Needle-Moving Goals) for the next 12 months.

Identify 3 x Projects for each Strategic Objective.

Find a method that is fun for you.

Use a fun tool like post-it notes, a white board or flipchart stand or an online tool like Miro or Trello.

Just don't let the tech slow you down.

I've also included a template on page 4 if you prefer to use a simple worksheet.

Step 3: Share

Post your 3 x 3 Plan to the Find Your Focus Coaching Program 'Plan Day' post.



My 3x3 Plan

The 12-Month Vision Statement (Your Big Kahuna)

Strategic Objective 1:			Strategic Objective 2:			Strategic Objective 3:		
Project 1	Project 2	Project 3	Project 1	Project 2	Project 3	Project 1	Project 2	Project 3

Remember to keep your FOCUS to 1-3 Projects for each Strategic Objective.

Name _____ Date _____



FIND YOUR FOCUS



COACHING PROGRAM



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