**HOW TO PLAN FOR SUCCESS IN 2021**

Success in any year is all about **PLANNING** and creating good **HABIT PATTERNS**. First let’s start with the planning!

Planning starts with making decisions about what you are going to do in 2021. January is the perfect time to start fresh! This is your year, a year where you will set and achieve goals and grow your business to new heights. The act of goal setting is about being decisive and making decisions of what is most important to you in your business and then determining the steps to make that happen. Running your own business requires you to make decisions every day, sometimes you make the right decisions and sometimes you don’t, and that’s okay. Making decisions is part of doing business.

**Planning – Step 1 – Work/Life Balance**

Let’s start by planning our Work/Life Balance. You want to have a happy life and there is more to it than just working your business. There are many areas of your life where you can be successful other than just in business. There are 4 areas of your life to focus on, that will help give you the well-balanced life you are looking for.

* Family – So you want to sit down and figure out what kind of goals do you want for your family this year. Is it a special vacation that you want to take? How many meals you want to have around the dinner table? What kind of things do you want to be different with your family this year? What big dreams do you have for your family?
* Health – We need to be healthy. When we are healthy, we are able to do more, we are able to show up better. Maybe for you it might be eating healthier, taking care of yourself with different supplements, getting on a really good routine. It could be just drinking your daily amount of water, or get moving even if it is just walking. One thing we know for sure, if you are feeling healthy, you will have more energy to show up for your family, to show up for your business, and have a overall good wellbeing.
* Career – And you can do this in a broad spectrum here. It could be where you want to be in your business, or try something new, or what do you really want to have happen this year.
* Personal Development – This is how are you going to grow. How are you going to fee yourself? What is one particular area that you want to grow in to be more confident, or to network better, etc.

**Planning – Step 2 – Vision Board**

Visualization is one of the most powerful tools you can use to help you achieve your goals. By adding this practice to your daily routine, you will become more naturally energized when it comes to your goals. When you put your dreams on paper, you also begin to attract more success and move closer to achieving your ideal life.

When your Vision Board is in a place where you can readily see it, you are more likely to stay focused on that throughout the year. Doing a Vision Board will help you get very intentional about doing the things that are in your heart, the things you really do have big dreams about. Looking at it all year long, you will see how much has come to pass, how much of those things you have gotten closer to, and even things you have accomplished.

If you have never done one before, google Vision Boards or Dream Boards. You will see all kinds of different peoples.

There is a difference between Vision and Goal Setting

* Vision is something that you seem it’s the bigger picture, it’s something that you really want that’s in your heart that is extremely important. Some people would say it’s your WHY. Why you do what you do, it’s why you have this business, whatever that reason is.
* Your goals are what is connected to your brain. Your brain will say, I need to make 5 calls today, I need to do a,b,c, I would like to sell this much this month. Those are goals, they are actionable, measurable steps that get you to the overall big picture of the Vision.
* Your Vision is attached to your Heart. It’s what gets you up every day, it’s the fire in your belly that makes it all worth doing because there are days when you don’t feel like doing anything but your Vision says this is why I am doing it, this is why it is important, this is what I am going to accomplish this year.

And so that is why doing a Vision Board is important because it is the bigger picture but it is your WHY, it’s what’s in your heart, it’s the things that mean something to you, and then those goals are just the action steps that you need to take. And so it’s really helpful when you are setting your goals, because your goals will be empty if you don’t have your Vision. Your Vision is the driver. So I’m going to encourage you to get some magazines, or print some pictures, but some words to it. Visit it often, once a week and say, OK, what I am doing, everything I have laid out this week, they are all leading to this!

**Planning – Step 3 – ONE Word**

If you have never read Jon Gordon’s book, read it. He really talks about what is your One word and when you get really clear about that, it will drive you throughout the whole year. One Word that will inspire you to simplify your life and work by focusing on just one word for this year. One Work creates clarity, power, passion, and life-change. The simple power of ONE Word is that it impacts all six dimensions of your life – mental, physical, emotional, relational, spiritual, and financial. Simply put, One Word sticks.

My ONE word this year is HEART. I am going to put my “Heart” into everything I do this year, letting my heart talk show how passionate I feel about what this business opportunity can do for you. That starts today with building connections across our Company. As a Company, I want us to have a sense of Community – one that celebrates together, building a culture of sharing, encouragement, and involvement in the Company. People join the business to make some income, people stay in the business because of its “Heart” – how they feel about their Company.

**Planning – Step 4 – Business Goals for the Year**

Setting goals for your business is critical and knowing what you want to achieve, allows you to be intentional. It all begins with determining what you want to earn as an income and then you align your goals to achieve the success you desire. You choose which goals are most important to you. Here are some ideas:

* I will add new people to my network/customer base this year
* I will focus on a specific social media platform
* I will grow a social media platform to a specific amount
* I will invest in education for my business
* I will promote to a new level within Tupperware
* I will attend # of team meetings
* I will work a specific amount of time/days on my business each week
* I will exhibit a specific amount of trade shows or vendor events

Start first with these goals…

* 2021 Personal sales goal
	+ How much do you want to personally sell each month and multiply that by 12. Keep in mind, 8 parties a month will make you great. With a $600 party average, that is $4800 in sales/month, which is $57 600/year.
* 2021 Team sales goal
	+ What would you like your team to do this year, is it $50 000, $100 000, $300 000, $500 000? What did you do last year and where do you want to see it go this year?
* 2021 # Personal Recruits
	+ I want to be consistent this year and have 3/mth and have at least 36/year
* 2021 # Team Recruits
	+ How many people do you have and how many would you like to add to your team, so how many do you want them to recruit?

Now Go to the Big Goals – the Big Rocks, not the pebbles…

* What are your Top 5 Personal Business Goals for 2021
* What are your Top 5 Team Business Goals for 2021

And What is going to be your TOP 2021 GOAL…

* Maybe it’s to have your team reach $300 000
* Maybe it’s to promote 10 leaders this year
* Maybe it’s to sell $60 000 personally this year.
* Whatever it is, this is your TOP TOP goal.

**Planning – Step 5 – Map it out! Put Those Goals to Timelines!**

Now it’s time to map it out. How are we going to make these goals come to life? Because honestly, anyone can write a figure down here and then it’s out of site out of mind. So, journal out ideas of what will spur you on (smaller goals – the pebbles). In January, what do you want to do, in February, what do you want to focus on, in March what do you need to do? You want to list all the things you are going to do throughout the year each month in order to make these big goals, these big rocks doable.

Now you have your Business Goals, your Business Plan, Your Business Strategy for the year. And now you are going to take that and set monthly goals accordingly. If you are trying to do $300 000 in team sales, it will be $25 000 a month. This is your guide. If someone was opening a new business, they would have to show a business plan and they would have to present that plan to a bank in order to say this is why I think you should give me this money, because this is what I am going to make happen. After I do all of this, this will be the result. Here is where we will be at the end of 2021. This is what a business plan is. It’s good to have a business plan because you can get everyone on the same page and you can share that business plan with your team especially if it involves hitting a big goal as a team, and how we are going to do this together and in the process your business is going to grow as well and I’m going to be able to help you have that come to pass.

**Planning – Step 6 – Top Priorities for the Month. What you should always focus on in every Month.**

People you need to talk to – this is your POWER HOUR

* Booking Leads
* Current Hosts
* Recruit Leads
* Customers (follow the 2+2+2 system)

Meetings

* Attend all meetings that are offered to you and get your people doing the same. This will grow your business!

Product Focus

* Put a focus on one particular product that is on sale for the month. Is it one particular item? Is it sold in a set? Take 2 or 3 items that go really well together and create a bundle. Every month say, this is my product of the month and talk to all your customers about it. Do mini trainings on the product, why they need this product, why it is good for this particular time of the year. Sell a ton of that particular product or bundle. And you can do this through your VIP groups.

Social Media

* Plan and learn to be consistent – doing it on the fly is not as easy as planning it out.
* Week 1 – Announce what the specials are and showing off your special bundle that you created with those.
* Week 2 – Do a demo on how to use those products and what makes those products so useful.
* Week 3 – This is when you can do your mini party in your VIP group. This can generate $1000, $2000, $3000 or more in sales the bigger your group gets just by doing your own party in your VIP group.
* Week 4 – Put your focus on what is coming up in the next month, so it could be your booking specials for the upcoming month. Let them about the new host bonus, about the new specials and why they would want to book and why they might want to join your team.

Stats – Reflect on how you are doing

* Title
* Income Personal
	+ Income Team
	+ Income Total
* Personal Sales
	+ # of parties/events
	+ Party average – total sales divided by how many parties you had in the month to get this average. When you have an accurate party average, you can talk to people about what they can earn on an average party. Also, good to know so you can improve this. That means you’ve learned how to sell more bundles, you learned how to add on sales, you learned how to do a close better, you learned better presentation skills. When your party average goes up, you know you are doing a good job.
* Personal Recruits
* Team Recruits
* Team Sales
* Reflect, Celebrate, and Plan
	+ What did I do that was really good, what would I have liked to have done differently, what things really worked and I need to put more focus on that next month? What things were really not good? What was a waste of my time, something that I don’t want to repeat? So, you can analyze that and say, OK, here is where I want to put my next months efforts.
	+ Now looking at your 2020 stats, its important to have this because you can say, ok what would I like to do for 2021. Do you want to at least match that, do you want to do better than that? Maybe you can just say, I would like to do at least 20% better than I did last year or 10%, whatever that looks like. And so multiply it by the 20% and that can actually help you set a realistic goal for where you want to be this year. That’s why it’s so important to have last years stats in there so you can really see what you did this time last year and then you can set realistic goals. Then you are going to put your actuals in there. If your goal was to sell $3000 this month and you sold $2500 then you are -$500. This will also allow you to go back to that annual sales goal that you have, divide that out into your 12 months, and then see, am I on track, am I behind by a little bit, so the next month you might want to try to do $500 more – so next month you would try to do $3500, so maybe you think about what you can do differently in your VIP group. It allows you to think and plan and that is what the stat page is all about.

**Planning – Step 7 – Put Your Calendar to Work**

Month at a Glance Calendar

* But a physical calendar can stay right on your desk. You open it up first thing in the morning and this causes you to be proactive instead of reactive. Meaning you look at the full month and you say, where are the holes, what don’t I have filled in, that’s where you need to focus. You can highlight how many parties you would like to hold.
* Schedule in your Power Hour Days
	+ Booking leads
	+ Recruiting leads
	+ Host coaching
	+ Customer care
* First thing in the morning, open up your planner and look down and say, ok, where am I going to work, where and I going to spend my time.

Week at a Glance

* This way you schedule your daily to dos to help you to reach your goals
* Write todays win on each day. What was a good thing that happened. Graditude and having a graditude journal. It is proven, that people who use a graditude journal alongside setting their goals have about a 40% greater chance of hitting their goals. Today I am grateful for…. Focus on not what is going wrong, but what is your win today. What was the one thing I did today that was awesome for my business. What is one thing I did today to move the business in a different direction. Who’s a new person I connected with today. I am grateful that I have my home, health, spending more time with family. In writing those things down, it will keep you in a more positive frame of mind. It can be a game changer, especially for a year like 2020. At the top of your day write what you were grateful for, at the bottom of each day, say your days win because some days can be exhausting when you are working your business and some days are full of rejection and some days things just don’t go the way you thought that they would but there is always a win in that day, always. It’s for us to stay focused on those wins and not to stay focused on everything that went wrong. So if nothing else, you think about one thing you are grateful for and you think about your daily win, but I highly encourage you to write a Graditude journal so you can really look at your week and say – that went really good, what should I do more of in my business, because when we see what goes right, and when we have that written down, then we know that we need to do more of that.

**Habit Patterns That Create Success**

* 8 will make you Great! Be Green by 15!
	+ Encourage everyone on your team to be Green by 15
* 3 Shows in a row before the 15th!
	+ This creates momentum in your business!
* Power Hour
	+ How many power hours are you doing in a month? That is going to be a key thing to target so that you can really see that consistency.
* 2+2+2 System
	+ Now is the time to establish this system. The consistency of this system grows your team in parties, sales, and recruits!
* Start a $1000 Club
	+ Right now is the time to initiate this.
	+ Stretch your hosts just a little bit. Do you want to be in my $1000 club? Your party sales need to be at least $1000 and you are going to get several perks throughout the year. Say you are working towards an incentive, you could periodically give them 25% off, do different things, they all get a special gift if they are in your $1000 club. Tell them you will be having a special celebration at the end of the year around the first week of December. Make it the single most fun event you could have. Special event where you treat them really well. Do little contests for the event…whoever brought the most outside orders to the event will get a special prize, whoever brought the most guests with them to the event will get a special prize. Do all sorts of mini contests within because you want extra guests there and you also want outside sales. With the outside sales, give them extra prizes, host credits, whatever you wanted to do with that. It doesn’t matter, you can come up with the perimeters of what you want to do. But then you will talk about some of the new items that are coming out in January, anyone that books that night into first 2 weeks of Jan would get a special gift. Do top 10 hosts of the year. Top 5 get something super special. Number 1, really nice gift for her. Here’s the deal – every single one of your hosts will want to be in this club, and when they get treated really special on the Dec special night, they all will rebook for the next year, and want to requalify to make sure they got back in your 1000 club. And they worked harder that year because they wanted to be your number 1. At your year end event, it could add up to $4000/$5000 extra sales in the first week of Dec. From that, your entire January can be booked. Book all the hosts that were there on their anniversary date. Go into your year with already so many bookings of people that really wanted to do it and love Tupperware. And then you fill in the gaps from there. This is a really good time now to think about doing this. If you make it special and you make it fun, they will want to participate in it again the following year.