



STMA™ 100-Day Action Plan Definitions

Dates: This is Day 1 through Day 100.

100-Day Vision: This is your “what.” What do you want to accomplish, bring to fruition, achieve over the next 100 days.

100-Day Purpose: This is your “why.” What would accomplishing your objectives give you, provide for you, help you to achieve down the road?

Top 3 Goals: The 3 most important things you wish to accomplish during your STMA™. Make them SMART: Specific, Measurable, Attainable, (at least a little) Risky, and Time-sensitive. The deadline for these goals is, of course, your 100th Day.

Empowering Descriptors: This is the fun part – give yourself a reputation to live up to! Use phrases that turn you on and rev you up! My empowering descriptors include: Marketing Master! Queen of Manifestation! Best Mom Ever!

Three areas of focus: These are the three areas of your business and life you want to focus on during the Program. They could include: marketing, advertising, weight loss (or gain), positioning, client development, recruiting, etc.

Resources: These are the people (Hint: Me! Your coach!) and things you can rely on to shorten your success cycle – they would include books, seminars, music, mentors, CD programs, etc.

Next Steps: This is your “data dump.” Get out of your head and on paper every single thing that needs to get done, regardless of whether or not it (a) has anything to do with your STMA™ and (b) has to be done by you (or right now you think it does). These items could include cleaning out your car, buying cat food or sending a card to your mom. If you’re carrying it around in your head, it’s adding to your stress level and making you less effective. Take your list and put the items in order of importance. Your items will fall into one of four categories: Do, Delegate, Delay or Dump. We will work through the list together. (Note well: This list is not limited to the space provided.)

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100-DAY ACTION PLAN

Dates: _____

100-Day Vision: _____

100-Day Purpose: _____

Top 3 Goals

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- _____

Empowering Descriptors

- _____
- _____
- _____

Three areas of focus:

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2. _____
3. _____

Resources:

1. _____
2. _____
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5. _____

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Next Steps:

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