

FYS Episode 180: New Year Planning For Course Creators

Katie: You have a course, but now you're struggling to get folks into your course. You're struggling to put yourself out there you're struggling to find the right people who need you and your message. You know, they're there, you know, God wouldn't have put this in your heart if he didn't already have people prepared for you to help them, but how do you find them? Join our new year new list challenge. I'm Katie Horner and I have helped over 8,000 people in our courses and programs through the years, grow their courses, and reach their people with a message that God has given them. You are no different my friend your message matters, and you don't have to be ashamed or scared or worried about putting it out there.

God has entrusted you with a special gift, a special ability, a special message that someone in the world needs, and I can help you find those people get them on your list so that you can nurture them into the right step of going through your program so they can get the transformation that they need to be all they were created to be and do in the kingdom. Join us for the challenge in January, it's going to be all month you can jump in at whatever stage you're in and still gain momentum as we learn to grow our lists and reach the people that God is preparing for us to serve in our programs and courses.

Find all the details and register now@wwwdotnewyearnewlist.com I'll see you on the inside.

Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author speaker business coach, and program development expert who will help you design grow, and delight in doing business as worship, because that is true success. And now here's my lovely wife, Katie Horner.

Welcome back my friends I'm so excited to have you with me today I'm talking about one of my favorite things which are setting goals, and it is one of my favorite things because I'd love to have something to aim at I don't know if you've ever taken archery or taken a rifle class, even a gun safety class there's always something to aim at right. Does that mean we hit it every time? Absolutely not, but we are more successful we do get closer when we aim than if we just throw things up in the air and hope something sticks right. You've heard the term spaghetti marketing that's when we're just throwing things out there to see what happens some people have called it to hope marketing right, and I believe that we should be having goals. I don't call them resolutions because I'm not holding myself to it I'm not giving myself a grade on how well I do, or I'm not discounting or disqualifying myself in some way for not meeting a goal. But a goal gives me something to focus on it gives me something to head towards, it gives me something to guide the activities guide the direction of what we're doing, especially here talking about our course businesses guiding that momentum through the year.

And if you know me at all, you know that we have two planners that we offer the bloggers planner, the quarterly blog planner, as well as the flamingo business planner. And these are both quarterly planners so both are updated you can start them at any time it doesn't have to be a January or April thing. It could be any time of the year and you just start it, and it goes for three months at a time. Why? Because it's small enough to handle and carry with you. And yet it's enough time to be able to think about the year in those 12 weeks to 13 weeks in

the year in that amount of time. And so 13 Week Year by Brian Moran is another great resource that goes along with quarterly planning, and today I want to walk you through some of the things that we do when we're setting up our goals for the new year specific to planning out our business goals. And the quarterly things that we are looking at and how we adjust them as we go. I know it's going to be super, super helpful to you, and as you're thinking about the new year and your courses, be sure and head over to [handprint legacy.com/CCB](http://handprintlegacy.com/CCB) so that you can download our course creation blueprint. The blueprint is a 30-page document that is going to give you exactly what you need to create your first or improve your online course or your high ticket program.

It's a great resource there is a tremendous amount of information in there to be able to help you it's not something you have to do from start to finish it's something where you can dive into a specific section to get help with a thing that you specifically need help with. So go to [handprint legacy.com/CCB](http://handprintlegacy.com/CCB) to get the course creation blueprint we would love to gift that to you, and the link of course will be in the show notes. And so let's talk about our goals for the year we just had a planning day last week, where we set aside time to evaluate which we talked about in episode 178 go listen to that if you haven't already to evaluate what went well this year? What didn't go well, what do I want to do differently? Where did the most income revenue come from? Where did the most leads come from? What social media platforms are making a difference in our marketing? What is going well? And what's not going well? It's just taking stock of the truth of where we are right now to say, where do I want to go from here? What activities do I want to do from here? And so one of the things that I always do as I'm looking to create goals is I keep that evaluation information handy because it's going to inform the decisions that I make on what I want to focus on and move forward towards.

But the other thing that I do is sit down and think through my principles for life and business. And if you've never done this it's a great exercise to just sit down and ask yourself, what are the principles that guide me? What are my core values? Get those down on paper. And I just open a document in our Google file, and I put the date and goals on there, and that just becomes a working document that I go back to through the year and update as each quarter. I go through these and look over them, and so I'll put in there if I have a word for the year which we'll talk about in the coming episode, I'll put that in there. I'll also put in the quotes that are most meaningful to me or have been the biggest motivators for me in business. I'll put in the principles that guide me, and what is that for me? Well, it looks like life's too short to be ordinary. It looks like a dress for a party every day it looks like the quote from Jeff Walker "it's your sacred duty to serve the world in this way." Right? And so I put in those principles that guide me. I also put in the scriptural principles that guide our business. I put in the reminders about how "God is faithful, who called you, who also will do it" from 1st Thessalonians, 5: 24. I put in there Isaiah 42 verse 5 to 12 "I've created you for light to the Gentiles" I put in there, Romans 4 verse 17, "The God in whom you believe gives life to the dead and speaks into existence the things that do not exist."

These are things that are important to me and to my business, especially concerning the goals that I'm making, the things that I am envisioning God to do in and through our business in the coming months because I do believe he is a God that puts visions into our heart so that he can speak them into existence in our life for our good and his glory. Then I will put in there my long-term goals these are like the 10-year visions this is where I see myself in 10 years, and so I just put it in there in 10 years I see myself here and here and doing this and with this in our business with our family doing X, Y, and Z. Like, what are your vision for yourself? For

your business? For your family? 10 years from now, if we were looking back, what would you say you have accomplished? And I just put that in there, write the vision make it plain scripture says, right? And so in doing that to keep it front and center of the long-term, this is where we're headed. Then I put in my definition of success and you're like, okay, Katie, what does this have to do with goals? A lot because your goal is needed to be in alignment with your definition of success it needs to be in alignment with the promises of God that you're claiming and believing in your life.

It needs to be in alignment with that long-term vision of where you think he's taking you, because each goal now, whether it's a monthly daily, a weekly, a quarterly, a yearly goal needs to be in alignment with where you see on taking you in the next 10 years. And so they'll put that definition of success, and what does that for us? Success is a family that knows the Lord loves the Lord, serves the Lord with joy, a ministry that brings others to God, teaches them how to grow in their relationship with him and with each other, and a business that makes enough profit to support our family and ministry as we do that enough, to be able to live and give as God directs right. And so our success definition doesn't have to be tied to a number it ties to having enough to live and give as God directs us to be a light where he has placed us and to have a family that loves the Lord as well and has the same heart for ministry and business as we do.

And then we'll put our family vision in there then we'll put our business vision and our business mission in there. This is not something I rewrite or come up with every year some things just get copied and pasted in most cases, from one document to the next, for each year. And yet there's been little tweaks along the way as the Lord has grown us and grown our vision there's been little things that have changed that have hugely amplified each of these things and it makes a difference. And so we put the most updated one in this year's goal sheet then I put my service statement in there who do I help? I help faith-based experts who have courses or high ticket offers to be able to scale their programs. So that they can have the lifestyle and legacy impact they want to have, and I do this by teaching them to implement our proprietary handprint legacy business model and our formula for core success right. Then I put in there, our core business goals what are our goals? Love, serve care, love, serve care. What are our core values? Truth, legacy, community, everything that we do, we need to be able to align it with truth, legacy, community in our business.

I put it then I list my spiritual gifts in there because that plays into what I get to do in my businesses as well. And then I list what makes me different alright, and then I go to my personal bucket list goals which you heard me talk about in episode 178. And then I list my non-negotiables and then I talk about my right-fit client. Okay and you're still like, okay, how do we get to the goals, Katie? I'm getting there. But to set those goals, you've got to have the right set up or they're just going to be wishes. Alright, and so you're setting yourself up to have goals that are important goals that will stick meaningful goals, that motivate you when you go through all of this. And so after listing my non-negotiables what I will not do in my business then I talk about who my right fit client is and is not who that right fit person is. What do they struggle with? Like all of those details that you would do in a right-fit client exercise. That goes into my goals document right then I put it down after that then I dig into my goals and my goals I have personal goals and I have business goals.

And so what does health look like for me in the next year? What are my goals there? And I've been consistent over the last year with exercise 2 to 3 days a week I want to continue that I

want to expand that. When am I going to do it? I'm planning to do it in quarter 2. Alright, I'm going to expand it to 4 days a week in quarter 2. What is something on my bucket list that I want to do? I want to ride that hot air balloon. The emotional goals part of my emotional goals is how many days a week I want to work so that I've got the time emotionally and mentally to be able to care for myself and my family the way that they need to be a priority in my life.

What are your social goals? What do your family time goals look like? For us, it looks like family time. In different months we have mapped out different family activities that have been on the family bucket list that we want to do we've already put that in there before we even put in any of the launches or the things like that we put those family things on the calendar. So that that's the first step in making it happen is putting it on the calendar and then making a reservation. Right? One of my bucket list, things for the last several years has been to go to a concert by Andrea Bocelli the blind singer from Italy, and believe it or not, he's coming to Mexico next year for like 24 hours and he's coming close to us. And so we were able to put that on the list for this year that's one of the bucket lists, things that we get to put into our goals. When are we going to do that's a quarter 1 thing house projects personal financial business, financial business strategy. What are the things that I want to do for my business strategy? This includes things like team meetings, it includes things like new hires that I want to do this year, it includes things like special consulting that I need to get on the books. To get on the calendar with people that I know can speak into our business.

It means certain training that I know I want to go to certain events that I want to attend, right. That comes under business strategy goals, business strategy also could be the books that you plan to read or the way that you plan to feed yourself and keep improving yourself for the new year, that professional development idea. Right, and, you know, I read 3 to 4 books a month I have for the last 2 to 3 years, maybe 4 years. I can't remember 4 years ago might've been last, but for the last 2 to 3 years, I've read an average of 4 books a month. And that has been a huge part of I believe our success and our moving forward in addition to these quarterly goals. And so once I have my list for the year then I break it down and I go back through each of those things that are on our list and say, okay, in what quarter do I want to accomplish these things? In what quarter am I going to add a fourth day of exercise to my routine?

In what quarter am I going to make that higher? In what quarter of the year am I going to renew that program? In what quarter am I going to attend that event? Right. And so looking at that, and once I have the quarters, then I can pull out my quarterly planner for quarter one, and I can fill in those details. What are the personal goals for quarter one? What are the professional development goals? What are the business goals and what are the financial goals for quarter one? And then I give them a month. And I say, which month I'm going to do them so that I can fill those in months 1, 2, and 3 of this quarter in my planner. And again Faith Like Flamingos.com if you want the Flamingo Biz Planner or blog well planner.com if you want the blogger planner which the only difference is the blogging planner specifically has got some things that outline how to plan your content your blog content, but they're very, very similar. So either of those planners could be a huge help to you as you go into this new year and plan out those goals.

So those are the things that I focus on and plan out my goals for the year. That's how I break it down into quarters by just looking at it and saying, you know, based on all the family

priorities that are on the calendar, in which quarter does this fit based on the projected finances for this year? When do these things fit and plug them into those quarters and then put them into your quarterly planner give them a month, give them a date in your planner, and back it up reverse engineer the steps that need to take to make that happen? I hope that this has been hugely helpful to you we'll put the links of course, for the planners and things in the show notes so that you've got access to those.

Don't miss the next two episodes they are going to be awesome coming into the end of this year especially the one-word episode that's coming up soon I can't wait to share that one with you I hope you have a very Merry Christmas if you're hearing this before Christmas. Have a happy new year, all the things, and please leave us a comment let us know if this was helpful to you and how you are going to be planning out your next year's goals.

So I'm Katie Horner of handprint legacy.com obsessed with helping faith-based entrepreneurs, design grow and delight, and the business that affords you the lifestyle and legacy impact you want to have it's been my honor today to host you on the For Your Success Podcast. And I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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