

"Think Zink" October Newsletter

Strategic Planning for 2008

October 2007

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Dear Sarah:

Success is more than just luck! It would be ridiculous to assume that you can simply "point and shoot" your way to success. It takes thought, planning, and strategizing. Sometimes, as a business owner, you can be so immersed in running your business that you forget to look at the bigger picture.

One of the things that I am very good at is helping business professionals focus their efforts, energy and resources on those things that help them become productive, profitable, and powerful.

In this newsletter, you will find information that will do just

Do you want to win or not? That's the bottom line as far as I'm concerned when it comes to business and life.

I'll wager you have many birthdays, doctor appointments, weekly meetings, and more in your palm pilot, day planner, or iphone, but what's your strategic plan?

By strategic plan, I mean: What's your overall plan for success in 2008? Many times this year, you have probably said, "Gee, if we'd have only thought about that sooner." or "Next year... "

Well, guess what? By the time you get this, there are only 11 weeks left until next year! So NOW is the time to make sure you don't miss an opportunity to succeed.

Don't believe that strategic plans have to be complicated, 100-page documents. They just have to work, and I'm going to share with you the strategic planning tool I use that has consistently helped me to reach my goals over the past 10 years.

If you'd like to contact me to help you plan for your business success in 2008, please click [HERE](#) to schedule an appointment and I will be happy to work with you!

that. I wish you all the best in planning for your success!

If you have any ideas for future newsletter topics, [contact me](#) and let me know.

Writing a newsletter and need some "snippets" of information? You are welcome to quote anything in this e-zine, provided you give credit to Sarah Zink Business Training.

Warm Regards,



Sarah Zink
Sarah Zink Business Training

Enter to Win the "Ultimate Zink Experience" Contest!

Click [HERE](#) for more information.

Quick Links...

["Think Zink" Radio Show!](#)

["Think Zink" Shop](#)

["Power And Women" Cruise](#)

Need a Speaker for Your Next Event?

Do you want someone who's "been through the fire" to come and speak at your next luncheon or meeting? Are you looking for a powerful keynote speaker for your next event?

Some of Sarah's keynote topics are:

- Fearless Living
- Empowering Your "IT"

The First Step

1. **Pull out your calendar for 2007.** In this day and age of electronics, I'll bet you have a calendar somewhere of all the things you did in 2007.
2. **Think about your challenges and failures.** Did you miss important deadlines for advertising or other business events? Think about your networking events, trade shows, and community events. Which ones should be added/eliminated?
3. **Look at business "seasons".** If you're a florist or gift basket business, I'd recommend paying close attention to the holidays where people send gifts. Your marketing should start six(6) weeks before the holiday. If you're a seasonal business (sports equipment, clothing), then you need to pay attention to when you can start marketing/buying/selling for the season.
4. **Where do you want to go?** Consider where you want to end up at the end of next year - if you want to have \$1 million in sales, what is it going to take to get there? Back up each month and set achievable monthly goals to get you to your annual goal.

[Free Stuff](#)

The Second Step

I've got some things that just work for me. I'm going to share them with you - if you find a way that works better for you - DO IT!

I go to Staples and get a LARGE 12-month calendar - the paper kind with one month per sheet that usually serves as a blotter.

Using the information from the first step, I start filling in action items. Here's an outline of the process:

1. Write down result (i.e. Newsletter, Spring Sale, Reach Sales Goal, etc.)
2. Back up, week by week, and write down what action items will get you to the result. (i.e. rough draft of newsletter, evaluate sale items, visit X number of prospects, etc.)

[Contact Sarah To Create a Custom Employee Training for Your Business](#)

- Women and Power
- Who's in Charge of Your Destiny?
- The Myth of Motivation
- Do You Want To Win or Not?

Contact Glennie Coffman, Business Development, at glennie@SarahZink.com to check availability.

What's Your Impression?

Impression Management is everything. What do people think when they see you? And I don't mean one time, I mean over time.

Do you present an air of "having it all together" or do you look like you dress in the dark?

Do you have the air of confidence, or do you act as if you just robbed a bank?

Often, we blame our success on others, but I assure you - if you don't take control of your destiny, someone else will!

Join me for my first Impression Management seminar on Thursday, November 8th. Click [HERE](#) for more information and to register.

The Final Step

Talk to your employees, your spouse, your friends, your vendors, and anyone who has a vested interest in your success.

Show them your plan and ask them to help you remember successes that you want to repeat and failures you want to avoid. Incorporate their suggestions, if appropriate, into your plan.

[Think Zink Radio](#)

Action Items for Success

These aren't secrets, but we often forget to remember the little details that make us stand out from others.

- Do what you say you're going to do.
- Remember to say "please" and "thank you".
- Be in the moment. That means - turn off your cell phone in a meeting, at an event, or when you're in a public place.
- Look people in the eye.

[More about Sarah Zink Business Training](#)

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