

MAKE A PLAN



FASHION BRAIN ACADEMY



JANUARY

FEBRUARY

MARCH

APRIL

MAY

“
YOU'LL NEVER GET
WHAT YOU WANT
IF YOU DON'T
MAKE TIME FOR IT

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

- JANE HAMILL

BLOCK YOUR TIME, SCHEDULE IT

| Date | | | | | | | |
|------------|---|--------------------|--|---------------------------|--------------------|---------|------|
| | Monday | Tuesday | Wednesday | Thursday | Friday | Sat | Sun |
| 6 - 7 am | workout | | 5 - 6 am - research for Seminar presentation | workout | | | |
| 7 - 8 am | workout, breakfast | | | workout, breakfast | | | |
| 8 - 9 am | kids to school, kitchen, call Mom | | workout | | Line Sheets | | |
| 9 - 10 am | client call | | | | | kids | |
| 10 - 11 am | 10 - 10:15 check email, client call | Buyer | | Buyer | | sports | yoga |
| 11 - 12pm | 2 strategy sessions | Outreach | | Outreach | | | yoga |
| 12 - 1 pm | check email, lunch | | check email, lunch | | check email, lunch | | |
| 1 - 2 pm | write blog post for Wed, send to VA to post etc | check email, lunch | Focus Time | check email, lunch | | | nap |
| 2 - 3 pm | create email blast for Wed | | | | | | nap |
| 3 - 4 pm | 3 - 3:20, lay on couch, 3:20 - 4 p/u kids | | | | | | |
| 4 - 5 pm | homework | | | | | | |
| 5 - 6 pm | dinner | | | | | | |
| 6- 7 pm | FRIENDS | | Book Club | | | FRIENDS | |

DOWNLOAD THE TEMPLATE



| Date | | | | | | | |
|------------|--------|---------|-----------|----------|--------|-----|-----|
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| 7 - 8 am | | | | | | | |
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| 9- 10 am | | | | | | | |
| 10 - 11 am | | | | | | | |
| 11 - 12pm | | | | | | | |
| 12 - 1 pm | | | | | | | |
| 1 - 2 pm | | | | | | | |
| 2 - 3 pm | | | | | | | |
| 3- 4 pm | | | | | | | |
| 4 - 5 pm | | | | | | | |
| 5 - 6 pm | | | | | | | |
| 6- 7 pm | | | | | | | |

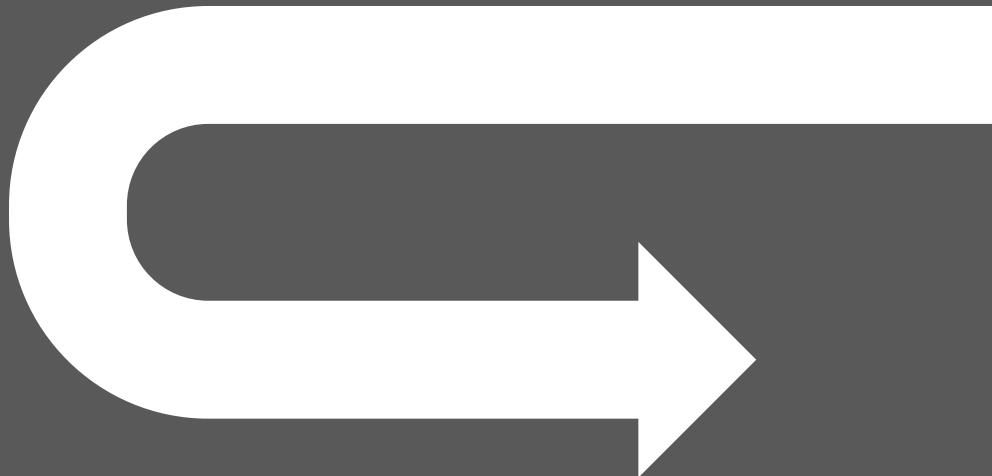
THE DESIRED OUTCOME...

10 new accounts

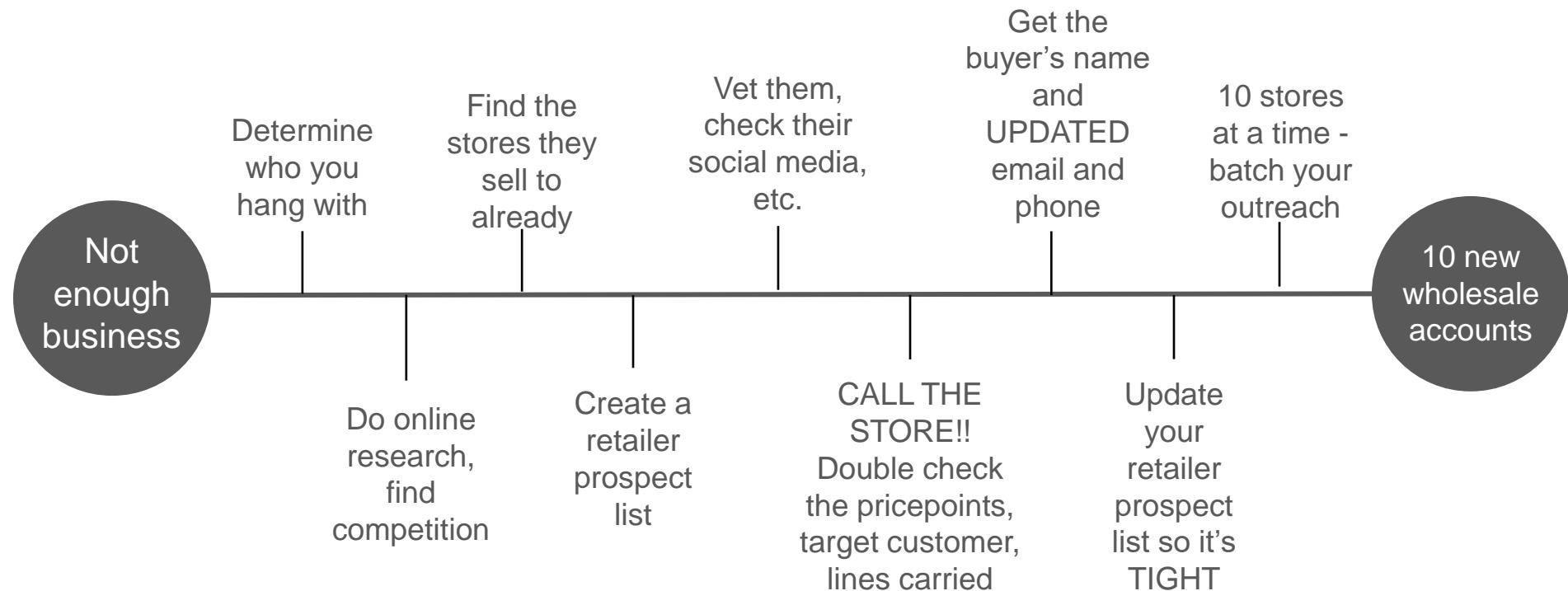
Feedback from 5 buyers

6 orders in the next eight weeks

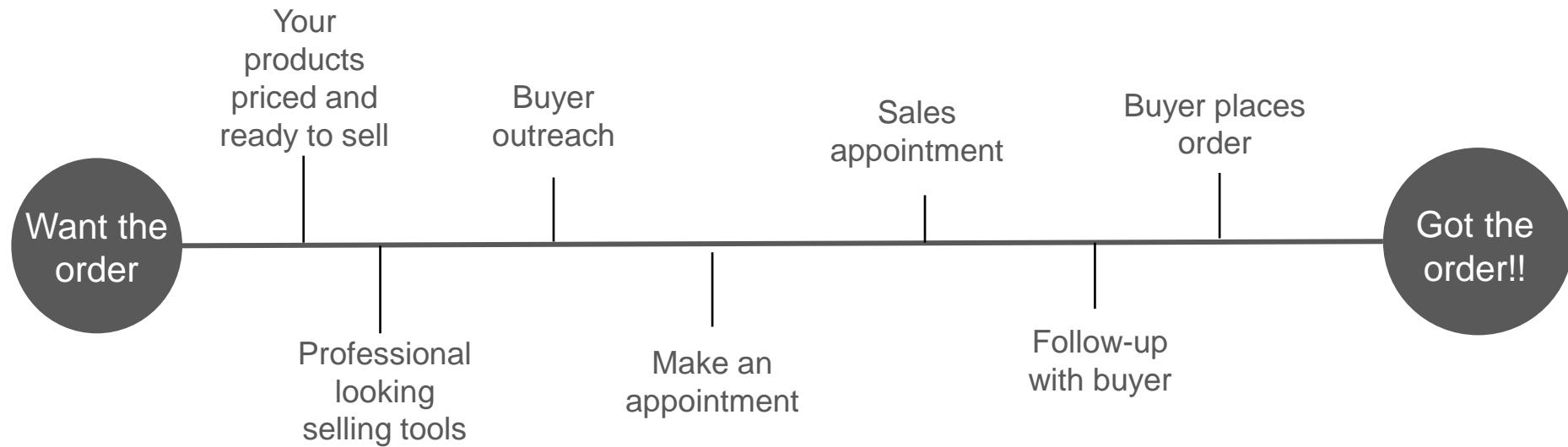
REVERSE ENGINEER YOUR GOAL INTO A PLAN



THE DESIRED OUTCOME: 10 NEW STORES



WORK IT BACKWARDS



SETTING GOALS

- What's your desired outcome?
- How many wholesale accounts?
- How much do you need to sell this season?
- Don't just "try your best"
- Set goals that are realistic, but a bit of a stretch
- Set daily tasks and deadlines

PRO TIP

batch your buyer outreach

KNOW YOUR NUMBERS

1. I need to contact _____ # of stores to get _____ # of appointments
2. I need _____ # of appointments to get _____ # of orders
3. Average order value will be approximately \$_____
4. Therefore my expected dollar amount of sales will be \$_____

#truth

Yes, you're guessing here





**Reminder to listen to
this interview**

Womenswear
designer
Meredith Banzhoff

JEWELRY DESIGNER'S STRATEGY



- K. Amato jewelry
- How Kristen did it
- My boutique was one of her first 4 wholesale accounts
- Her strategy
- Download the article

IMPERFECT
ACTION