

MAKE A PLAN



FASHION BRAIN ACADEMY



JANUARY

FEBRUARY

MARCH

APRIL

”

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

- JANE HAMILL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

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							
8 - 9 am							
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							

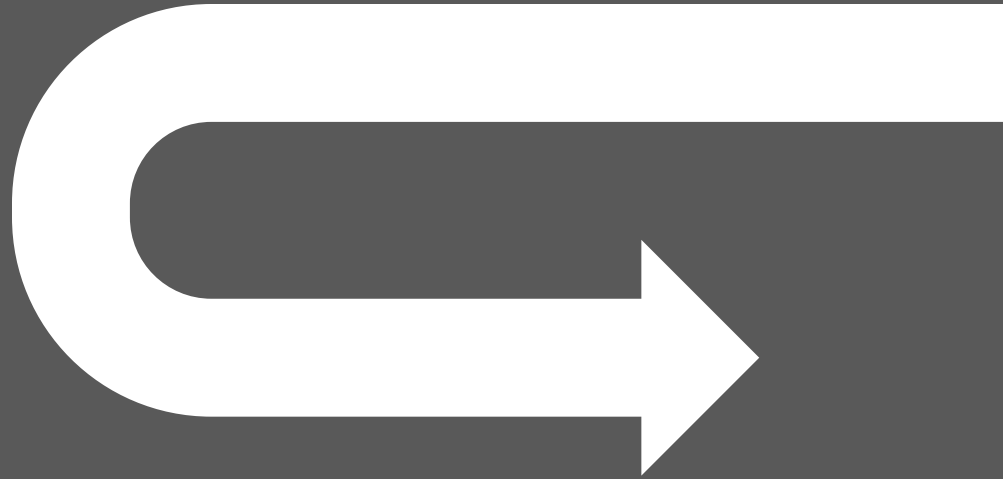
THE DESIRED OUTCOME...

10 new accounts

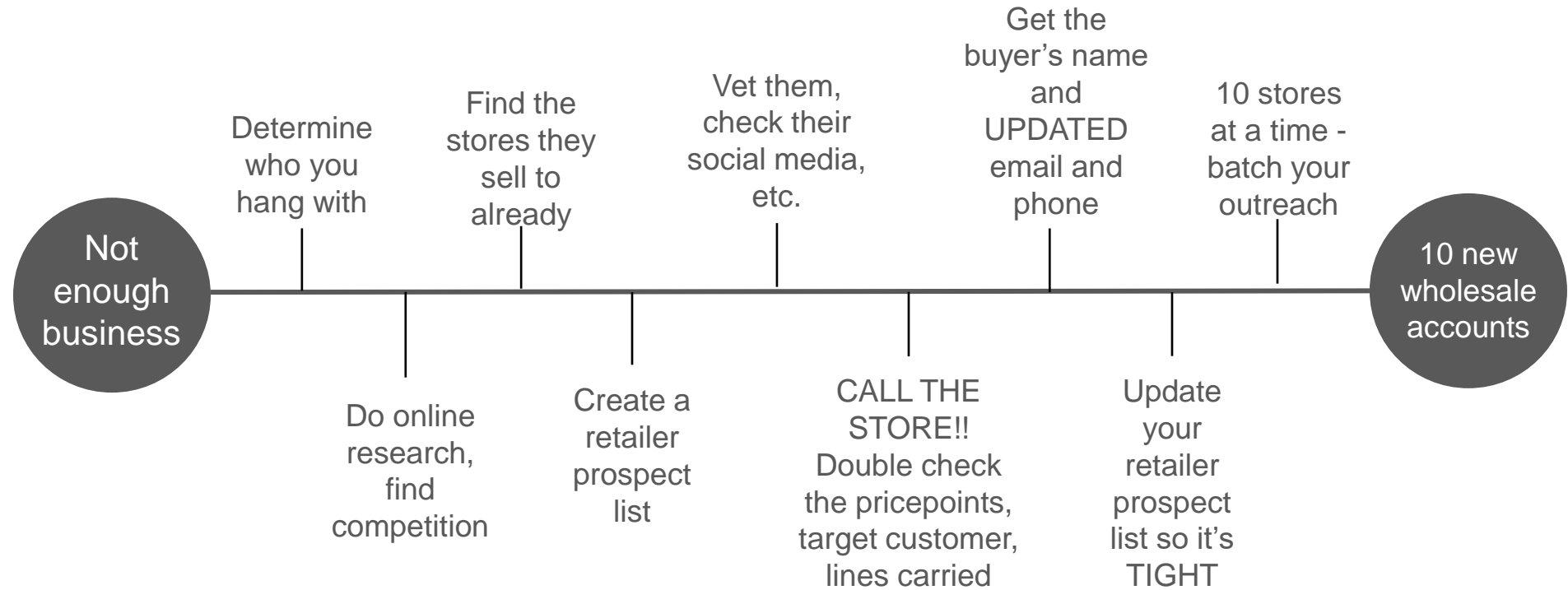
Feedback from 5 buyers

6 orders in the next eight weeks

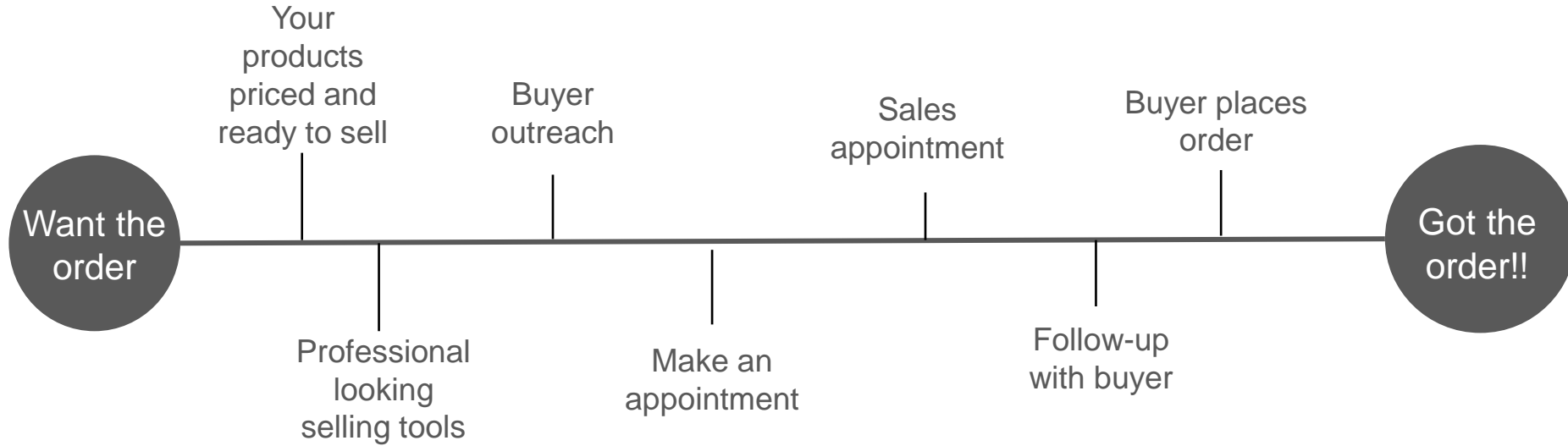
REVERSE ENGINEER YOUR GOAL INTO A PLAN



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