

# Annual Strategic Planner

Circle what you're most drawn to, mastermind, and then create your strategy on the next page.

YEAR: 2021	1ST QUARTER			2ND QUARTER			3RD QUARTER			4TH QUARTER		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SEASONS OF FOCUS:	ENROLLING & RANK ADVANCING			ENROLLING & RANK ADVANCING					ENROLLING & RANK ADVANCING			
	TRAINING			TRAINING				TRAINING		TRAINING		
							PERSONAL DEVELOPMENT					PERSONAL DEVELOPMENT
						REST & REFOCUS	REST & REFOCUS					REST & REFOCUS
PROMOS:*	<ul style="list-style-type: none"> <li>Reactivation</li> <li>Frankincense extended</li> <li>New Year New You</li> </ul>	<ul style="list-style-type: none"> <li>New Year New You</li> <li>BOGOs</li> </ul>	<ul style="list-style-type: none"> <li>Deep Blue®</li> </ul>	<ul style="list-style-type: none"> <li>Deep Blue extended</li> </ul>	<ul style="list-style-type: none"> <li>Enroll 100PV get 50PV</li> </ul>	<ul style="list-style-type: none"> <li>200PV = Immortelle</li> </ul>	<ul style="list-style-type: none"> <li>100PV Order BOGOs</li> </ul>	<ul style="list-style-type: none"> <li>100PV LRP = LLV</li> </ul>	<ul style="list-style-type: none"> <li>100PV LRP = LLV</li> <li>Convention Kit</li> </ul>	<ul style="list-style-type: none"> <li>200PV Order</li> <li>Convention products available</li> </ul>	<ul style="list-style-type: none"> <li>20% off enrollment</li> <li>Holiday</li> <li>BOGOs</li> </ul>	<ul style="list-style-type: none"> <li>100PV LRP = LLV</li> <li>Convention Kit</li> </ul>
EVENTS:	<ul style="list-style-type: none"> <li>New Year classes</li> <li>Diamond Club qual.</li> <li>Leadership qual.</li> <li>Blue &amp; Presidential Diamond Summit</li> </ul>	<ul style="list-style-type: none"> <li>Spring</li> <li>Diamond Club begins</li> <li>Incentive trip</li> <li>Launch camps</li> </ul>	<ul style="list-style-type: none"> <li>Leadership Retreat</li> <li>Wellness Prosperity</li> </ul>	<ul style="list-style-type: none"> <li>Spring Tour</li> </ul>	<ul style="list-style-type: none"> <li>Spring Tour</li> <li>EU Convention</li> <li>Japan Convention</li> </ul>	<ul style="list-style-type: none"> <li>Convention qual.</li> <li>Diamond Club qual.</li> <li>Presidential Diamond trip</li> </ul>	<ul style="list-style-type: none"> <li>Convention qual.</li> <li>DC Qual.</li> <li>Summer Team Party</li> </ul>	<ul style="list-style-type: none"> <li>Fall DC begins</li> <li>China Convention</li> </ul>	<ul style="list-style-type: none"> <li>Global Convention.</li> </ul>	<ul style="list-style-type: none"> <li>Post Conv. Tours</li> <li>Team trainings</li> </ul>	<ul style="list-style-type: none"> <li>Leadership qual.</li> <li>Mexico Convention</li> <li>Giving back celebration</li> </ul>	<ul style="list-style-type: none"> <li>Diamond Club qual.</li> </ul>
POSSIBLE THEMES:	EAT RIGHT & EXERCISE			REDUCE TOXIC LOAD			INFORMED SELF-CARE			REST & MANAGE STRESS		
	<ul style="list-style-type: none"> <li>Weight Management</li> <li>Exercise</li> </ul>	<ul style="list-style-type: none"> <li>Mental/emotional health</li> </ul>	<ul style="list-style-type: none"> <li>Digestive health</li> <li>Exercise</li> <li>Supplements</li> </ul>	<ul style="list-style-type: none"> <li>Spring Cleaning</li> <li>Cleaning products</li> </ul>	<ul style="list-style-type: none"> <li>DIY</li> <li>Internal cleansing</li> </ul>	<ul style="list-style-type: none"> <li>Skincare and skin health</li> <li>Digestive health</li> </ul>	<ul style="list-style-type: none"> <li>Travel</li> <li>Cooking</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor BBQ</li> <li>Back to school</li> <li>Emergency preparation</li> </ul>	<ul style="list-style-type: none"> <li>Daily Wellness habits</li> <li>New products</li> <li>Convention recap</li> </ul>	<ul style="list-style-type: none"> <li>Giving back</li> <li>Nutritional support</li> </ul>	<ul style="list-style-type: none"> <li>AromaTouch</li> <li>Give gratitude</li> <li>Holiday gifts</li> <li>Team appreciation</li> </ul>	<ul style="list-style-type: none"> <li>Mood management</li> <li>Boost immunity</li> </ul>
POSSIBLE CAMPAIGNS:	<ul style="list-style-type: none"> <li>Class contest</li> <li>Loyalty Rewards</li> <li>Customer education</li> </ul>	<ul style="list-style-type: none"> <li>Class contest</li> <li>Launch Rank Program</li> <li>AromaTouch® Technique</li> <li>Couple classes</li> </ul>	<ul style="list-style-type: none"> <li>Enrollments contest</li> <li>March Madness</li> </ul>	<ul style="list-style-type: none"> <li>Launch Diamond/Silver program</li> <li>Convention contest</li> <li>Team trainings</li> <li>Incentive trip qual.</li> <li>AU Convention</li> <li>Convention tickets</li> </ul>	<ul style="list-style-type: none"> <li>Enrollments contest</li> </ul>	<ul style="list-style-type: none"> <li>Team building retreats</li> <li>Nurture relationships</li> </ul>	<ul style="list-style-type: none"> <li>Event promo</li> <li>Event contest</li> </ul>			<ul style="list-style-type: none"> <li>Event promotion</li> </ul>	<ul style="list-style-type: none"> <li>LRP incentives</li> <li>Rank</li> </ul>	<ul style="list-style-type: none"> <li>12 days of Christmas</li> <li>Goal setting</li> <li>31 days of Frankincense</li> <li>Charitable match</li> </ul>

\*Adjust according to your own needs and location. Promos are examples only and may vary.