

# The Growth Plan

**BUILDING OUT  
YOUR 4-1-1 FOR 2022**

Daily activities manifest into overall results for the goals you set. By structuring your goals to creating realistic action steps you are building a strong foundation for the year.

The 4-1-1 system allows you to achieve your annual goals by simplifying and streamlining tasks into monthly and weekly steps.

**FREE DOWNLOAD**

*"Setting goals is the first step in turning the invisible into the visible"*

*- Tony Robbins*



LAUNCH  
GROW  
HARVEST

LAUNCHGROWHARVEST.CA



## What is a 4-1-1?

The 411 stands for four weeks, one month and one year. The system is designed to outline your monthly and weekly "Rocks" in order to achieve your annual goals.

***Pro Tip:***

*Plans change! Your 4-1-1 should be updated on a weekly basis to reflect your new objectives.*

## Find the Focusing Question!

What do you want to achieve next year?

Consider setting aside a couple of days each year to reflect and crystalize the "Big Rocks" you want to accomplish in the next 12 months. These big rocks are 5-7 key goals that you must achieve in order to feel that you have had a successful year. By establishing a focus point, you can break down your rocks into realistic steps.

***Use the following section to guide you through creating your 411***

*\*This workbook will follow Realtor Ronnie Kelly through his 2022 411\**



LAUNCH  
GROW  
HARVEST

LAUNCHGROWHARVEST.CA



## 4-1-1

# ANNUAL GOALS

Accomplishing this type of goal is the desired end in itself. Reflect on each key areas of your life when determining your "Big Rocks".

Consider the following key areas:

- **Personal Goals:** What do you want to achieve in personal terms?
- **Employment Goals:** What will you be doing?
- **Professional Goals:** What can you learn?
- **Financial Goals:** What improvements do you want to see?

### Example: Ronnie Kelly's Annual Goals

#### Personal Goals

1. Run the BMO Marathon
2. Develop healthy personal relationships
3. Publish a book

#### Business Goals

1. Reduce ongoing business expenses
2. Create a successful blog
3. Grow business profit by 20%





## 4 - 1 - 1

### MONTHLY GOALS

A great place to start is to break your annual goals into monthly increments. Aim for no more than 5 to 7 monthly goals, and avoid planning more than 1 month in advance.

**Pro Tip:**

*Plan to set aside 1-3 hours in each month to review your monthly objectives.*

#### Example: Ronnie Kelly's Monthly Goals

##### Personal Goals

1. Start a month-by-month marathon plan
2. Limit social media time to 30 minutes daily
3. Research publishing costs

##### Business Goals

1. Cost analysis
2. Learn how to start a website
3. Create a referral system





# 4-1-1

## WEEKLY GOALS

Weekly goals are the steps you will take toward your monthly and annual goals. Decide what you need to do that week to achieve your monthly goals and limit your number of weekly goals to 6 to 8 key, attainable activities.

### **Pro Tip:**

*You should set aside 30 minutes each week to form goals for the coming week.*

### Example: Ronnie Kelly's Week 1 Goals

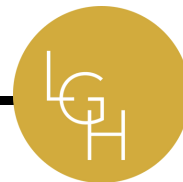
#### Personal Goals

1. Walk 5k 2x
2. Avoid using Facebook in the morning
3. Contact publishers

#### Business Goals

1. Review previous year expenses
2. Buy a domain
3. Purchase referral gifts





## 4-1-1 Example

Below is Ronnie Kelly's completed 4-1-1 for one month.

### ANNUAL GOALS

#### Personal Goals

1. Run the BMO Marathon
2. Develop healthy personal relationships
3. Publish a book

#### Business Goals

1. Reduce ongoing business expenses
2. Create a successful blog
3. Grow business profit by 20%

### MONTHLY GOALS - MONTH 1

#### Personal Goals

1. Start a month-by-month marathon plan
2. Limit social media time to 30 minutes daily
3. Research publishing costs

#### Business Goals

1. Cost analysis
2. Learn how to start a website
3. Create referral system

### WEEKLY GOALS

#### WEEK 1

##### Personal Goals

1. Walk 5k 2x
2. Avoid using FB in the AM
3. Contact publishers

##### Business Goals

1. Review previous year costs
2. Buy a domain
3. Purchase referral gifts

#### WEEK 2

##### Personal Goals

1. Walk 5k 3x
2. Don't eat and scroll
3. Compare estimates

##### Business Goals

1. Create a budget
2. Copyright name
3. Email database

#### WEEK 3

##### Personal Goals

1. Run 2k
2. Remove icons from homescreen
3. Establish opportunity cost

##### Business Goals

1. Look for alternatives
2. Take website course
3. Call 5 past clients

#### WEEK 4

##### Personal Goals

1. Invest in running shoes
2. Call instead of text
3. Research design costs

##### Business Goals

1. Commit to 30 day trial
2. Choose a website supplier
3. Create a media campaign





The 4-1-1 system allows you to achieve your annual goals by simplifying and streamlining them into monthly and weekly steps.

Identify what you need to accomplish in a week to stay on track with your monthly targets. Remember to revisit your 411 on a weekly basis in order to reflect any new objectives.

**Note:** You will complete this sheet each month

## ANNUAL GOALS

### Key Area 1

- 1.
- 2.
- 3.

### Key Area 2

- 1.
- 2.
- 3.

## MONTHLY GOALS

### Key Area 1

- 1.
- 2.
- 3.

### Key Area 2

- 1.
- 2.
- 3.

## WEEKLY GOALS

### WEEK 1

#### Key Area 1

- 1.
- 2.
- 3.

#### Key Area 2

- 1.
- 2.
- 3.

### WEEK 2

#### Key Area 1

- 1.
- 2.
- 3.

#### Key Area 2

- 1.
- 2.
- 3.

### WEEK 3

#### Key Area 1

- 1.
- 2.
- 3.

#### Key Area 2

- 1.
- 2.
- 3.

### WEEK 4

#### Key Area 1

- 1.
- 2.
- 3.

#### Key Area 2

- 1.
- 2.
- 3.



LAUNCH  
GROW  
HARVEST

LAUNCHGROWHARVEST.CA

**On a final note,**

Outlining your priorities allows you to focus on what matters most. By committing to your 411 you are investing in yourself and your future.

*Remember that the more honest and realistic you are with yourself and your intentions determines the likelihood of your success.*

**NOTES**

---

---

---

---

---

**LAUNCHGROWHARVEST.CA**

LAUNCH  
GROW  
HARVEST

LAUNCHGROWHARVEST.CA