



Adam Stott

Business

GROWTH

SECRETS

**YOUR SUCCESS
PLANNER**

a d a m s t o t t . c o m

**Plan your business
growth journey
with Adam**



EXCEL AT BUSINESS

Hi,
I'M ADAM STOTT.

This planner includes some of the best business growth lessons and secrets I have discovered throughout the past 15 years whilst building and running multiple 6, 7 and 8-figure businesses.

The main focus for any business should always be on what builds your business such as marketing, branding, sales and organisation.

Here i share in great detail how you can plan and monitor your business goals with great success.

Following the planner will set in motion the habits required to run and build your business successfully, it will keep your focus on new business, new marketing, track your sales and stay organised.

Every step has been structured around the way I do business, these methods are proven to bring great results no matter what business you are in. Follow and enjoy the process!

For me this planer is invaluable - I know it will be for you too.

A Stott



HOW THIS PLANNER WILL HELP YOU RUN YOUR BUSINESS

**THE
PROCESS**
IS SIMPLE:



Set Your Target



Create Your Plan



Take Action



Track Your Progress



Learn Where You
Need to Grow



Be Motivated - Let Us
Help You Love Sales



The planner has
been marked
with these icons
throughout, so
you can easily
identify the
purpose of the
page

HOW THIS PLANNER WILL HELP YOU RUN YOUR BUSINESS

SET
GOALS
PLAN AND TRACK



- ◉ Social Media Strategy - The 5 stages of social media success
- ◉ Your Social Media Strategy Goals - Use this page to set your goals at the beginning of every month
- ◉ Your Monthly Social Media Content Plan - Use these two pages to record your social media ideas for the following month
- ◉ Monthly Goal Planning - Set your plan for business growth at the beginning of each month
- ◉ The Week Board - Review your week and plan the next 7 days
- ◉ Plan Your Day - At the start of each day, set your goals, tasks and block your time
- ◉ Track Your Day - Make a note of all the new leads identified and track other important details such as social media posts, business relationships, opportunities and new business.

Order more planners at adamstottplanner.com



YOUR SOCIAL MEDIA STRATEGY

01 ▶



CREATE CONTENT

THINK ABOUT THE CONTENT YOUR AUDIENCE ENGAGES WITH - VIDEO? IMAGE? AUDIO? UPDATES? LINKS? FREE CONTENT? REVIEWS?

02 ▶



DISTRIBUTE

DISTRIBUTE YOUR CONTENT THROUGHOUT YOUR CHOSEN CHANNELS

03 ▶



CALL TO ACTION

DON'T LEAVE PEOPLE CONFUSED, TELL THEM WHAT YOU WANT THEM TO DO NEXT

04 ▶



ELEVATE

THE NEXT STEP - WHAT WILL YOU USE TO TURN YOUR LEADS INTO A SALES OPPORTUNITY

05 ▶



CONVERT

TURN LEADS INTO CLIENTS. OFFER 3 SIMPLE PRODUCT OR SERVICE OPTIONS



YOUR SOCIAL MEDIA STRATEGY

| | | | | |
|----------------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------|
| CREATE CONTENT | | <ul style="list-style-type: none">- Nothing happens until you create!- Pick 3-5 topics that you want to discuss.- Continue to discuss these topics in different inventive ways. | | |
| TOPIC 1 | TOPIC 2 | TOPIC 3 | TOPIC 4 | TOPIC 5 |
| DISTRIBUTE | | <ul style="list-style-type: none">- What channels will you pick to distribute your message?- Examples Include Facebook Page, Facebook Group, Instagram, LinkedIn, TikTok, Twitter. | | |
| CHANNEL 1 | CHANNEL 2 | CHANNEL 3 | CHANNEL 4 | CHANNEL 5 |
| Post per day: | Posts per day: | Posts per day: | Posts per day: | Posts per day: |
| CALL TO ACTION | | <ul style="list-style-type: none">- Make sure people know what action to take, tell them what you want them to do next on each piece of content. Add the channel under the Call To Action below. | | |
| Direct Message: | Visit: | Register: | Join: | Follow: |
| ELEVATE | | <ul style="list-style-type: none">- What method will you use to turn your inquiry into a sale? | | |
| Phone Message | Landing Page | Consult | Appointment | Others |
| Plan your response message | Plan your landing page copy | Plan your consult message | Plan your appointment. | Plan other |
| CONVERT | | <ul style="list-style-type: none">- 3 types of products or services that will not confuse the audience. keep the message clear. | | |
| Product or Service 1 | Product or Service 2 | | Product or Service 3 | |



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MONTHLY SOCIAL MEDIA CONTENT PLAN

| SOCIAL MEDIA TYPES | WEEK 1 | WEEK 2 | WEEK 3 |
|--------------------------------------------|--------|--------|--------|
| ORGANIC POST IDEAS | | | |
| STORIES IDEAS | | | |
| GROUP POST IDEAS <i>Yours or others</i> | | | |
| AD IDEAS | | | |
| VIDEO TOPICS | | | |
| AUDIO TOPICS | | | |
| LIVE VIDEO GUEST IDEAS | | | |
| REELS IDEAS | | | |
| INFLUENCER TARGETS | | | |
| HELPFUL RESOURCES | | | |



MONTHLY SOCIAL MEDIA CONTENT PLAN

[illegible]

Learn more on Adams' Business
Growth Secrets Podcast





MONTHLY GOAL PLANNING

MONTH:

J F M A M J J A S O N D

| GOAL TYPE | YOUR GOAL | ACTION MAP Actions the you need to complete | OUTCOME |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------------------------------------------|----------------------|
| <p>BUSINESS FINANCIAL GOALS</p> <hr/> <ul style="list-style-type: none"> - Example Turnover based goal - Profit based goal | | 1 2 3 4 5 | Achieved YES NO |
| <p>BUSINESS DEVELOPMENT GOALS</p> <hr/> <ul style="list-style-type: none"> - Improvement based goal - New product based goal - Team based goal - Anything that creates an improvement | | 1 2 3 4 5 | Achieved YES NO |
| <p>MARKETING GOALS</p> <hr/> <ul style="list-style-type: none"> - Marketing Targets - Marketing Tests - Marketing Scaling Up - Marketing Projects | | 1 2 3 4 5 | Achieved YES NO |
| <p>SALES</p> <hr/> <ul style="list-style-type: none"> - Sales Improvements - Sales Targets - Sales Development - Sales Actions | | 1 2 3 4 5 | Achieved YES NO |
| <p>BRANDING GOALS</p> <hr/> <ul style="list-style-type: none"> - Improve image of company - Improve reputation - Reviews and awards | | 1 2 3 4 5 | Achieved YES NO |
| <p>PERSONAL GOALS</p> <hr/> <ul style="list-style-type: none"> - Any personal goals you want to achieve or improve | | 1 2 3 4 5 | Achieved YES NO |



WEEK BOARD

DID YOU HIT OR EXCEED

| FINANCIAL GOAL | MARKETING GOAL | BRANDING GOAL | PERSONAL GOAL | WEEK PERFORMANCE |
|-------------------------------------------|-------------------|------------------|------------------|----------------------|
| | | | | 1 2 3 4 5 6 7 8 9 10 |
| Last weeks Biggest win was... | | | | |
| Last weeks Best use of time was... | | | | |
| Last weeks Top Performing Marketing... | | | | |
| Last weeks Top Selling Product was... | | | | |
| What did you Discover... | | | | |
| What did you Feel Proud of... | | | | |
| What was your Biggest success... | | | | |

THE NEXT SEVEN DAYS



| |
|-----------------------------------------------------------|
| My Financial goal this week is... |
| In order to hit this, I must... |
| What distractions can I get rid of this week... |
| What habit must you put in place to be more successful |
| This weeks Marketing goal is... |
| This weeks Branding goal is... |
| This weeks Personal goal is... |
| This week will be successful when I... |

Learn more on Adams' Business
Growth Secrets Podcast





DATE:

S M T W T F S

● MY BIG GOALS FOR TODAY ARE

| | |
|---|--|
| 1 | |
| 2 | |
| 3 | |

● MONEY MAKING TASKS

| | |
|---|--|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |

● I REALLY SHOULD COMPLETE THESE TASKS

| | |
|----|--|
| 11 | |
| 12 | |
| 13 | |
| 14 | |
| 15 | |

● ADMIN TASKS

| | |
|----|--|
| 16 | |
| 17 | |
| 18 | |
| 19 | |
| 20 | |

● TODAY'S NOT COMPLETED



BLOCK YOUR TIME

| | |
|------|--|
| 6AM | |
| 7AM | |
| 8AM | |
| 9AM | |
| 10AM | |
| 11AM | |
| 12PM | |
| 1PM | |
| 2PM | |
| 3PM | |
| 4PM | |
| 5PM | |
| 6PM | |
| 7PM | |
| 8PM | |
| LATE | |



DATE:

S M T W T F S

NEW LEADS IDENTIFIED

HOT LIST



TAKE NOTE



EXERCISE & HEALTH

☐ Rest day

Total Minutes | Steps

HYDRATE

SOCIAL MEDIA POSTS

NEW INSTAGRAM STORIES

5 RELATIONSHIPS TO TOUCH BASE WITH

NEW OPPORTUNITIES DISCOVERED

LEARN AND EARN

CLOSED NEW BUSINESS

TODAY'S WINS



TODAYS' TOTAL





Adam Scott

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