



2020 Business Goals Planner

for acupuncturists

from MichelleGrasek.com

WELCOME!

I'M MICHELLE.

I'm an acupuncturist, marketing strategist, and founder of the marketing website for acupuncturists, michellegrasek.com. I help fellow acupuncturists simplify their marketing strategies, show up confidently, and find new patients.



I CAN'T WAIT TO HELP YOU OUTLINE YOUR 2020 BUSINESS PLAN IN THIS WORKBOOK!

I'm an avid planner myself, and nothing is more deliciously motivating than the opportunity to outline fresh goals for the coming year.

SO FIND SOME SOLITUDE, PUT ON YOUR COZIEST PJS, GRAB A CUP OF TEA AND YOUR FAVORITE PEN, AND DIG IN DEEP!

No dream is too big, and no detail is too small for this workbook. Let your imagination be free.

NEED HELP MARKETING YOUR PRACTICE? CHECK OUT MY ONLINE COURSES:

- *Free PDA Credit (NCCAOM): [5 Ways to Fill Your Acupuncture Practice](#)*
- *[Acupuncture Marketing School](#)*
- *[Instagram Coaching for Acupuncturists](#)*
- *[Acupuncture Marketing for Introverts \(2 PDA Credits\)](#)*
- *[Marketing Ethics for Acupuncturists \(2 PDA Credits\)](#)*

FIRST, LET'S REVIEW 2019:

No matter what 2019 felt like, a lot of great things happened. You worked hard and accomplished so much.

SIGNIFICANT EVENTS IN 2019:

BUSINESS:

FINANCIAL:

PERSONAL:

EMOTIONAL/SPIRITUAL:

WHAT ARE YOU MOST GRATEFUL FOR IN 2019?

List everything. Gratitude is powerful!

ONE SENTENCE ANSWERS:

THE WISEST DECISION I MADE FOR MY BUSINESS IN 2019:

THE BIGGEST RISK I TOOK FOR MY BUSINESS IN 2019:

THE BIGGEST SURPRISE IN MY BUSINESS IN 2019:

THE LARGEST PROJECT I COMPLETED IN 2019:

MY BUSINESS BY THE NUMBERS:

AVERAGE NUMBER OF
APPOINTMENTS PER WEEK:

GROSS INCOME IN 2019:

PROFIT IN 2019:

WHAT WORKED WELL IN 2019 IN TERMS OF...

MARKETING:

GETTING VISIBLE IN YOUR COMMUNITY:

MANAGING PATIENTS (OUTCOMES, EXPECTATIONS):

MANAGING YOUR CLINIC (SCHEDULING, BUDGET, ADMIN):

WHAT DIDN'T WORK WELL IN 2019?

MARKETING:

GETTING VISIBLE IN YOUR COMMUNITY:

MANAGING PATIENTS:

MANAGING YOUR CLINIC:

WHAT DO YOU WANT 2020 TO LOOK LIKE?

WHAT WOULD YOU LIKE TO BE DIFFERENT IN YOUR BUSINESS IN 2020?

WHAT ARE YOUR CLINIC GOALS FOR 2020?

AVERAGE APPOINTMENTS PER WEEK GOAL:

GROSS INCOME GOAL:

PROFIT GOAL:

BRAIN DUMP:

Describe your perfect day or week at your office in 2020. Get detailed. What does it feel, sound, smell, taste like?

3 THINGS TO SAY YES TO IN 2020:

- 1.
- 2.
- 3.

3 THINGS TO SAY NO TO IN 2020:

- 1.
- 2.
- 3.

3 THINGS I WILL NOT PROCRASTINATE IN 2020:

- 1.
- 2.
- 3.

3 THINGS TO PROMOTE WORK/LIFE BALANCE IN 2020:

- 1.
- 2.
- 3.

3 NEW MARKETING IDEAS I WANT TO TRY IN 2020:

- 1.
- 2.
- 3.

HOW WILL I GET MORE VISIBLE IN MY COMMUNITY IN 2020?

WHAT MESSAGE(S) DO I WANT TO SHARE WITH MY COMMUNITY WITH AUTHENTICITY IN 2020?

REVIEW YOUR PATIENT AND FINANCIAL GOALS AND BRAIN DUMP FROM PAGE 5:

WHAT DO YOU NEED TO DO DIFFERENTLY THIS YEAR TO MAKE THEM HAPPEN?



DETERMINE YOUR TOP 3 BUSINESS GOALS FOR 2020:

1.

2.

3.

HOW WILL YOU ACCOMPLISH THOSE GOALS?

LIST THE 3 MOST IMPORTANT ACTIONS YOU NEED TO TAKE TO ACHIEVE YOUR BUSINESS GOALS FOR 2020:

ACTION 1:

ACTION 2:

ACTION 3:

NOW BREAK EACH ACTION ABOVE DOWN FURTHER - LIST 3 BABY STEPS NEEDED TO MAKE EACH ACTION HAPPEN:

ACTION 1:

A.

B.

C.

ACTION 2:

A.

B.

C.

ACTION 3:

A.

B.

C.

WHO OR WHAT WILL KEEP YOU ACCOUNTABLE FOR TAKING THESE STEPS AND ACCOMPLISHING YOUR GOALS IN 2020?

SPECIFIC PERSON/GROUP OF PEOPLE:

PERSONAL MOTIVATION: ✨

WHAT'S NEXT?

- Add your goals (and each step) to your 2020 calendar.
- Share your goals with your accountability buddy, with deadlines, so they can begin checking in on your progress.

CAN'T WAIT TO SEE YOU MAKE MAGIC HAPPEN IN 2020!! 🎉

JOIN ME ON INSTAGRAM FOR MORE BUSINESS & MARKETING NSPIRATION:



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*LOVE THIS WORKBOOK? SNAP A PIC, TAG ME, & I'LL SHARE ON MY IG STORY!

