

BUSINESS BUILDING

Goal Setting, Strategic Planning & Daily Activity Management

Building a successful coaching business requires more than good intentions — it demands clear goals, focused strategy, and consistent daily action. This lesson introduces the three-part Business Building framework taught by John Boggs at LifeSOULutions That Work, giving you the planning tools you need to grow your practice with intention and momentum.

PART 1: GOAL SETTING — BEGIN WITH THE END IN MIND

Every business breakthrough begins with a clearly defined goal. Vague intentions produce vague results. When you write a specific, measurable goal and commit to a target completion date, you activate your brain’s reticular activating system — the filtering mechanism that begins noticing opportunities aligned with your intention.

Use the Goal Setting Worksheet to anchor your commitment:

- State your goal clearly and specifically (the “My goal is” field).
- Set a target completion date to create a sense of urgency and accountability.
- Identify the three specific actions that will move you toward your goal.
- Define what success looks like: “I will know I have reached my goal when...”
- Name two supports or habits that will help you stay on track.

Key Insight: A goal without a date is just a wish. A goal without action steps is just a dream. Writing your goal down and reviewing it daily dramatically increases the probability of achievement.

PART 2: STRATEGIC PLANNING — WORK SMARTER, NOT HARDER

Strategic planning is about making intentional decisions about where you invest your time and energy. As a coach, your most valuable asset is your attention. The Strategic Planning framework asks you to categorize every role and activity in your business using two powerful lenses.

Continue Doing	Stop Doing	Start Doing
Activities that bring joy, fulfillment, and direct profitability	Low-value tasks draining your energy	New revenue-generating activities
Your highest-value client-facing work	Activities you could delegate or outsource	Relationship-building and networking
Practices that are working and growing	Habits that slow your momentum	Learning and skill development

For the activities you decide to stop doing, choose how to handle them:

Delegate	Outsource	Eliminate
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Hand off to a team member	Hire a specialist or contractor	Simply stop doing it
Train someone to take it over	Use virtual assistant support	Remove from your schedule entirely
Build a system for others to manage	Automate where possible	Let go without replacement

THE 90-DAY STRATEGIC GOAL TRACKER

Once you've clarified what to continue, stop, and start, translate your strategy into a 90-Day Goal Sheet. For each item or goal, assign clear accountability (who is responsible) and a due date. This three-column tracker becomes your quarter's scorecard, turning broad strategy into committed action.

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PART 3: ACTIVITY MANAGEMENT — TRACK WHAT MATTERS MOST

Strategy without execution is just planning. The Activity Management system creates a rhythm of focused, trackable action by breaking your business goals into monthly, weekly, and daily activity targets across four core revenue-driving categories.

Speaking Engagements	Vision Workshops, teleseminars, and other speaking gigs that position you as an expert and generate leads. Set a monthly goal for number of engagements across each venue type.
Strategy Sessions	One-on-one conversations that convert prospects into clients. Track leads coming from speaking, teleseminars, referrals, events, and email/social media.
List Building	Growing your email list through opt-ins, networking, Facebook, Twitter, LinkedIn, and other channels. A larger, engaged list means a larger client base.
Income	Monthly revenue from your LifeMastery programs, DreamBuilder enrollments, 1:1 coaching, and any additional services. Track goal vs. actual weekly.

DAILY PLANNING — VISION TO ACTION

Your daily practice is where your business is actually built. Each day, use the two-part daily planning system to open and close your workday with intention.

<p>MORNING: Daily Vision to Action</p> <p>Write your Project Vision Statement — a concise, one-line power statement of what you are creating. Declare "I am" qualities you are embodying today. List today's intentions: What you are creating and How you will create it. Use the Daily Prioritizer to schedule High Priorities, Secondary Priorities, People, and Phone Calls across your work hours (7am–7pm).</p>	<p>EVENING: End Day Review</p> <p>Close each day by reflecting on three questions:</p> <ul style="list-style-type: none"> • What am I grateful for? • What did I learn today? • What do I need to let go of? <p><i>This practice builds resilience, promotes learning from setbacks, and closes the day with emotional completion so you can begin tomorrow fresh.</i></p>
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PUTTING IT ALL TOGETHER: THE 90-DAY WORK PLAN

Your 90-Day Work Plan is the bridge between strategy and daily action. At the start of each quarter, set Month 1, Month 2, and Month 3 goals. Then, each month, break those goals into weekly focus areas and track your Strategic Hours — the hours per week dedicated exclusively to your highest-priority, revenue-producing activities.

"The best way to predict the future is to create it."

Your Business Building system — from annual goals down to today's priorities — is your map for creating a thriving coaching practice. Review your goals daily, plan your weeks intentionally, and end each day with gratitude and reflection. That is the rhythm of a business builder.

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