

FRESH PASSION MONTHLY ACTION PLAN

WHAT CAN I DO?	HOW DOES IT HELP MY BRAND?	COMPLETED? (Y/N)
<p>Attend a meeting of a professional association to which you belong. Actively participate: speak on issues, volunteer for committees and activities, run for elective positions. Also add one person to your network.</p>	<p>Associations are a great networking tool and provide opportunity to gain valuable experience. For example, being treasurer of a group is valid financial management experience you can put on your resume!</p>	
<p>Perform a market check—review the latest job openings, success stories, failures, news, and events in your branded area of expertise. Also speak with one member of your Branding Board of Advisers. For example, a large part of my brand expertise is helping retailers achieve double-digit growth to their bottom line. So I follow a number of retail trade publications to stay abreast of the trends and strategies that are being employed by the competition.</p>	<p>The marketplace is moving faster than ever, thanks to the Internet and other technologies. Jobs open and are filled quickly, new people succeed in new ways while established people grow stale and fall by the wayside, and today's hot skill is tomorrow's useless bit of knowledge. Monthly market checks will help you ensure you are taking preparatory steps that match the current needs of the marketplace.</p>	

fresh PASSION® WORKBOOK

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<p>Review your progress on reaching your aspirations with one member of your Branding Board of Advisers.</p>	<p>Submitting your aspirations for review by your Branding Board is a critical step, but you need to continually engage them in your aspirations to gain the maximum benefit. Discuss the things you are doing to reach your aspirations with a board member and solicit honest feedback and criticism—this will keep your efforts fresh and allow you to quickly identify and rectify errors and missteps on your part.</p>	
<p>Conduct a focus review with a family member, colleague, or Branding Board member.</p>	<p>Beyond informing the important people in your life about your focus and aspiration, you should actively solicit feedback from them. Conduct a monthly “focus review” where one of these people provides honest input and criticism of how well you are maintaining your focus and minimizing distractions. Use this feedback to make any needed changes or improvements in your focus approach.</p>	

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<p>Give a sample pitch of your 30-second Super Bowl commercial to one Branding Board member and one person you would like to influence (a boss, potential employer, new network member, etc.). Solicit constructive feedback and use it to refine your message.</p>	<p>Beyond your daily affirmation/field testing of your commercial, you also need to rehearse it with an audience qualified to provide you with constructive criticism. This will help ensure your commercial is "real world" ready.</p>	
<p>Allow yourself an agendaless day.</p>	<p>Pick a weekend day, holiday, or vacation day where you will wake up with no concrete goals or plans other than enjoying the day. Free flow it, and don't be afraid to "waste" time doing things like people-watching or window-shopping. When you return to your agenda the following day, you will have enough vigor to complete it twice.</p>	
<p>Conduct a negativity "temperature check."</p>	<p>In a given month, you will encounter numerous negative situations that get you hot under the collar. Select the five most blood-boiling incidents and review them with an eye toward developing new tools for your arsenal and expanding your power to omit them. Bring in your Branding Board of Advisers for some objective outside opinion. In this way you can lower your temperature back to a safe level.</p>	