

FRESH PASSION QUARTERLY ACTION PLAN

WHAT CAN I DO?	HOW DOES IT HELP MY BRAND?	COMPLETED? (Y/N)
Meet with three to five members of your network, either in person or virtually.	Networking is one skill you must keep honed; unless you regularly stay in contact with your network, your networking skills will grow rusty and your network will erode along with them.	
Arrange a meeting of your Branding Board of Advisers, either virtually or in person.	By bringing your entire Branding Board of Advisers together for a frank quarterly discussion, you can discover where the different aspects of your preparation are in sync and where they may be out of joint. This also allows you to see where you can help your board members!	
Obtain one new skill that will help you reach your aspiration.	No matter how skilled you are, you can always expand your skill set in ways that will bring you even closer to your aspiration. This could involve taking a course, earning a certificate or degree, undergoing on-the-job training or professional development, or even conducting personal research. The key is to keep your career skills fresh, updated, and vital.	

fresh PASSION® WORKBOOK

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<p>Identify and eliminate one major distraction.</p>	<p>Ignoring distractions is easier than eliminating them, but at least once per quarter you should permanently remove one distraction from your life. This could mean ending contact with someone who is a bad influence, leaving a job that is not helping you reach your aspiration, or ceasing an activity that does not relate to your aspiration.</p>	
<p>Perform an internal "sales review."</p>	<p>You should regard selling your brand in the same way you would regard selling any other high-quality product. Conduct a sales review with yourself, mentally reviewing how many times you pitched your brand, how often you were successful, and what kind of results you achieved. Set quarterly goals and give yourself a bonus if you exceed them. You can also include Branding Board members to get a more thorough review session.</p>	

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Administer an emergency booster shot.	Your emergency booster shot can basically be anything that is positive, enjoyable, and allows you to take a short break from your brand without becoming a distraction or obstacle. You can administer these shots "as needed," but you should take one at least once a quarter, even if you're feeling healthy! You will be surprised how much more energetic and excited you are about your brand after spending a little time apart from it!	
Conduct a "lemonade session."	In a "lemonade session," you take negative comments or experiences (lemons) and brainstorm ways to turn them into something positive (lemonade, or if you want to make more money—lemon polish). Consciously empower yourself to stay positive and professional in the face of negativity and thus avoid damaging your brand. Invite your Branding Board to help you take three lemons and score your efforts to make them lemonade on five factors—professionalism, three-second impression, recognizing the root cause of problem, developing responses that prevent the event from reoccurring, and being passionate about turning the event around.	