

FRESH PASSION YEARLY ACTION PLAN

WHAT CAN I DO?	HOW DOES IT HELP MY BRAND?	COMPLETED? (Y/N)
Evaluate and refresh your network.	Evaluating and refreshing your network allows you to prune members that no longer provide value, renew contact with members who can provide value, and it paves the way to add new members who bring previously unavailable value.	
Thoroughly review everything you have done in the past year to prepare yourself for success. Make at least one major change to your efforts and identify one right move to build on in the coming year. Also evaluate and refresh your Branding Board of Advisers.	Preparation is a critical component of your career performance, so like your overall career performance, it deserves an annual review. You will undoubtedly discover at least one area where a major change is in order and hopefully will identify at least one success you can expand on in future preparatory efforts. Like your larger network, your Branding Board of Advisers needs an annual fine-tuning to make sure every member is the best person possible to help you succeed in a particular area of your brand.	
Carefully review your stated vision of a perfect day and see if it still matches your ideal. Make any changes to your perfect day that are necessary to reflect your current state of mind and then alter your aspiration as needed to fill in any gaps.	Your idea of a perfect day will likely change as your life changes. What may seem ideal one year could seem trivial the next. A yearly review will help keep both your perfect day and your aspiration fresh and in line with your heart's true desires.	

fresh PASSION® WORKBOOK

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<p>Have a conference call with yourself.</p>	<p>At the very minimum, you should have an annual conference call with yourself where you schedule some "me time" to mentally review your aspiration and the things you do to stay laser-focused on it. Don't be afraid to make some changes based on this "conversation"!</p>	
<p>Set goals at an internal "sales meeting."</p>	<p>Conduct a full-fledged internal sales meeting where you review your performance from the entire previous year, assess strengths and weaknesses, and set goals for the upcoming year. Include perks and bonuses for exceptional performance. You can also include input from Branding Board members here if you wish.</p>	
<p>Allow yourself an agendaless week.</p>	<p>Everyone deserves a vacation! Take one week out of the year and forget about your brand. Whether you travel to a foreign country, never leave your backyard, or go somewhere in between, pursue fun activities and loosen up a little. When you return, you should have enough spare vigor to carry you through the next year!</p>	

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Clean out your brain's recycle bin.	Your brain is the most powerful computer you will ever use. Like any computer, your brain collects a lot of trash that needs to be placed in the recycle bin and then emptied. Every year, conduct a thorough mental review of all the negative experiences you had to go through, how you resolved them, and what you learned. Then completely clear whatever brain space the negative events themselves are taking up, while retaining the strategies and lessons you learned.0000	

Here is a self-accountability tool

Select a favorite charity to which you would like to donate.

Each time you miss *any* portion of the goals/objectives/tasks on the monthly timeline, put \$10 in your charity jar. Donate it every quarter to your selected charity.

Each time you completely achieve the goals/objectives/tasks on the monthly timeline, put \$5 in your "Made it Happen" jar. Use these funds to reward yourself!