

PLANNING MAP WORKSHOP

with Mary Lyn Jenkins & Big Fish Co.



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WORKBOOK

◆ _____ is the first action.

◆ Stories can be_____.

◆ Topics can feel_____.

For example:

◆ **Move more in the new year** is a _____.

◆ **Five ways sweating can strengthen your heart and boost your metabolism** is a _____.

What you'll get every time as a creative because of mapping and planning:

◆ The most powerful things in life are deceptively _____.

◆ _____ it down.

PLANNING & MAPPING

LOOK BACK

1

CLIENTS

OFFERS

2

PROFITABILITY

3

FEELINGS

4

REFLECT ✦ REFINE ✦ EXPAND

LOOK FORWARD

1

LIVING FULLY

BRAIN DUMP

2

PAUSE ✦ CONNECT ✦ ALIGN

3

REFINE. MAKE SPECIFIC AND MEASURABLE

EVERYTHING NEEDS A TIME AND PLACE

4

DETERMINE YOUR CELEBRATION FOR SUCCESS

5

PLOT IT OUT

6

1

By when:

Action Steps:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

Collaborators:

Celebrate How:

2

By when:

Action Steps:

1.

2.

3.

4.

5.

6.

7.

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9.

10.

11.

12.

Collaborators:

Celebrate How:

3

By when:

Action Steps:

1.

2.

3.

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10.

11.

12.

Collaborators:

Celebrate How:

PLOT IT OUT.

Quarter 1

JANUARY

FEBRUARY

MARCH

PLOT IT OUT.

Quarter 2

APRIL

MAY

JUNE

PLOT IT OUT.

Quarter 3

JULY

AUGUST

SEPTEMBER

PLOT IT OUT.

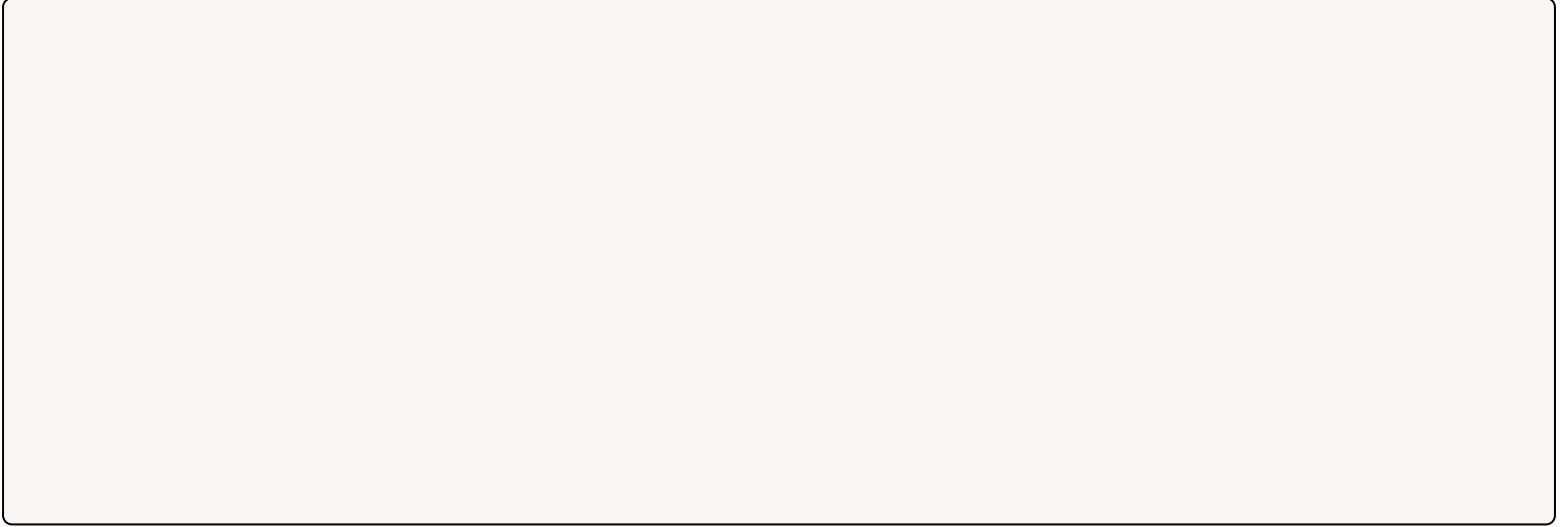
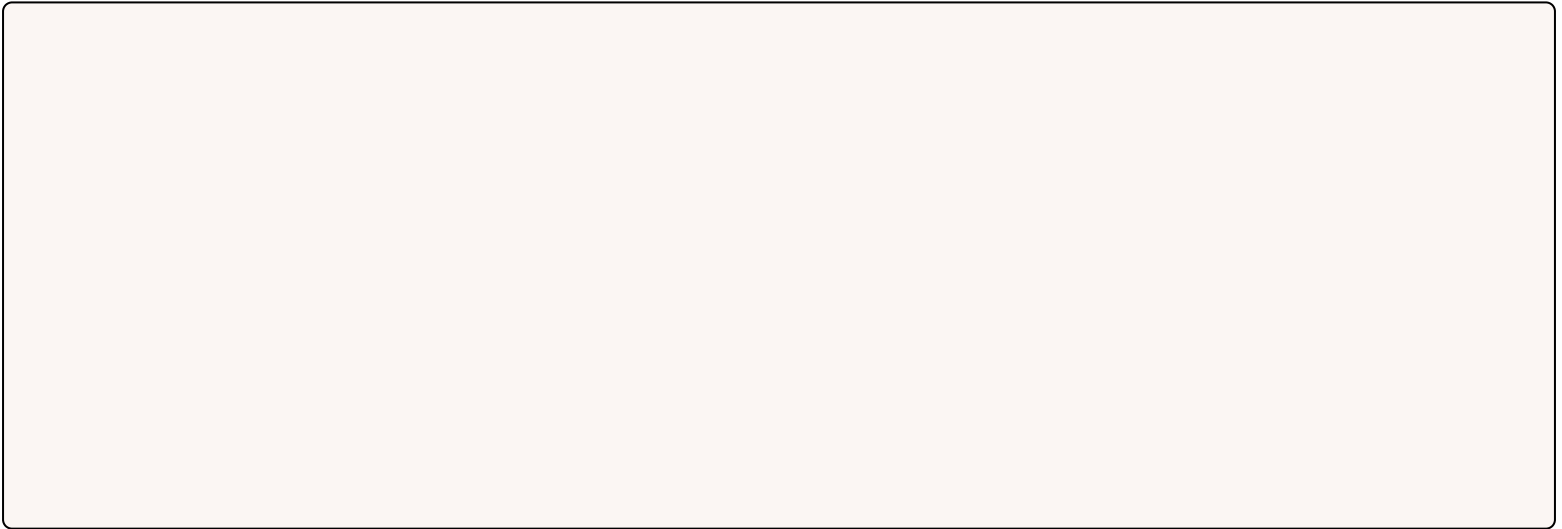
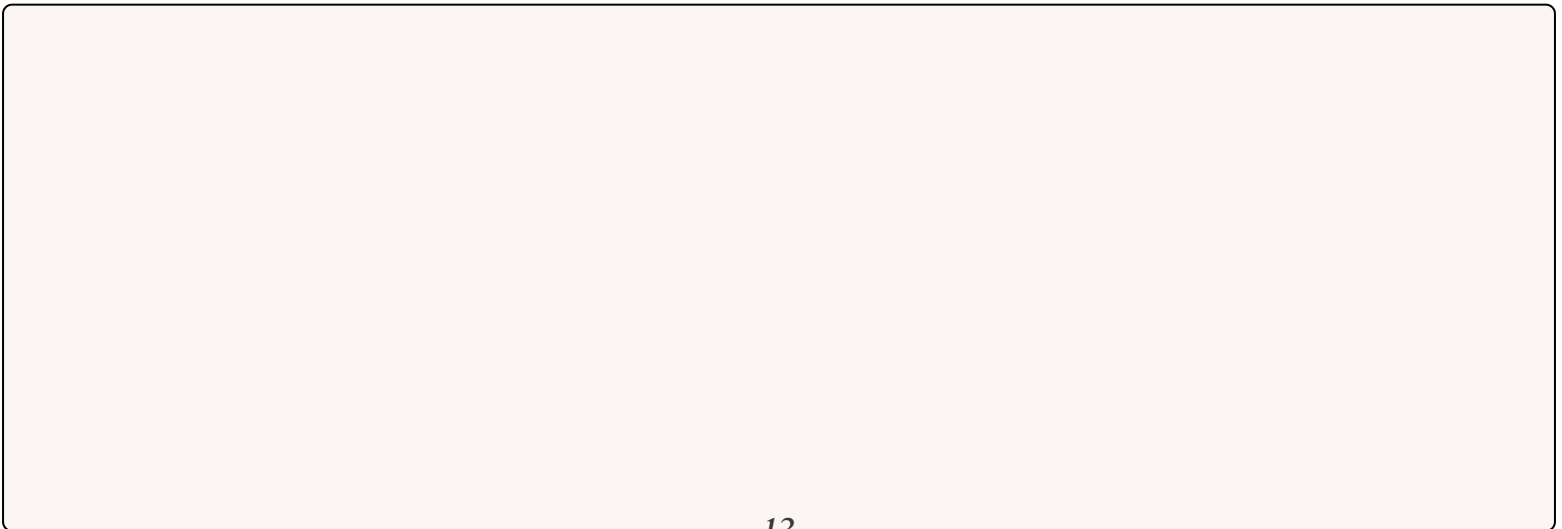
Quarter 4

OCTOBER

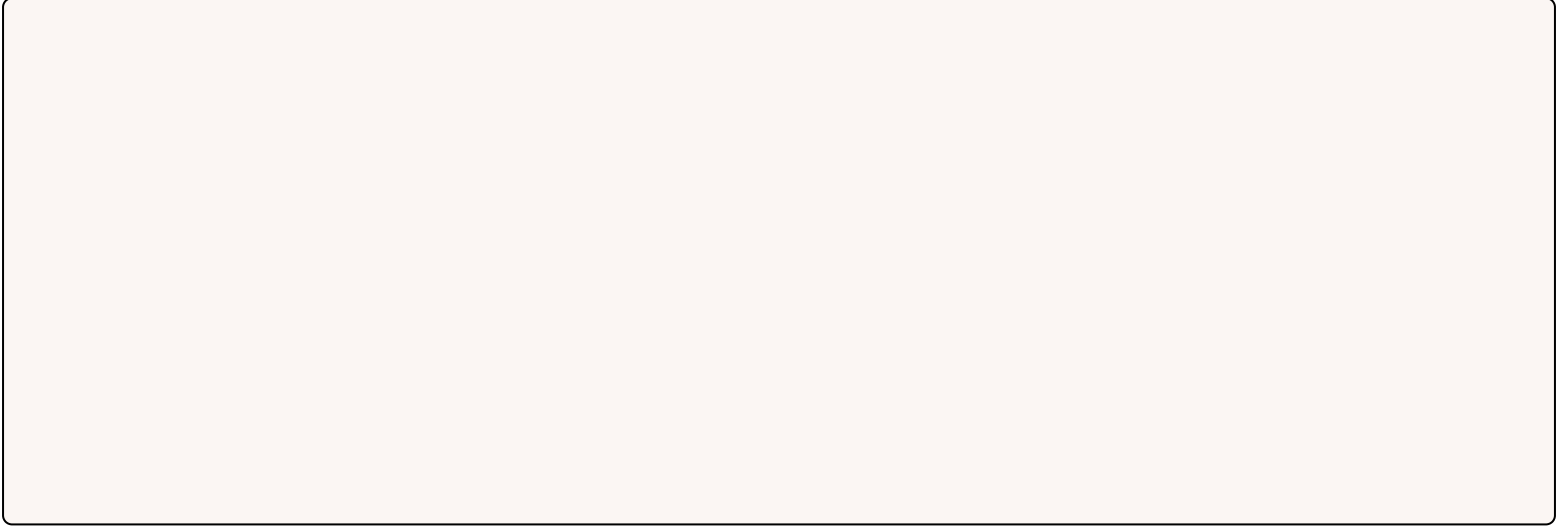
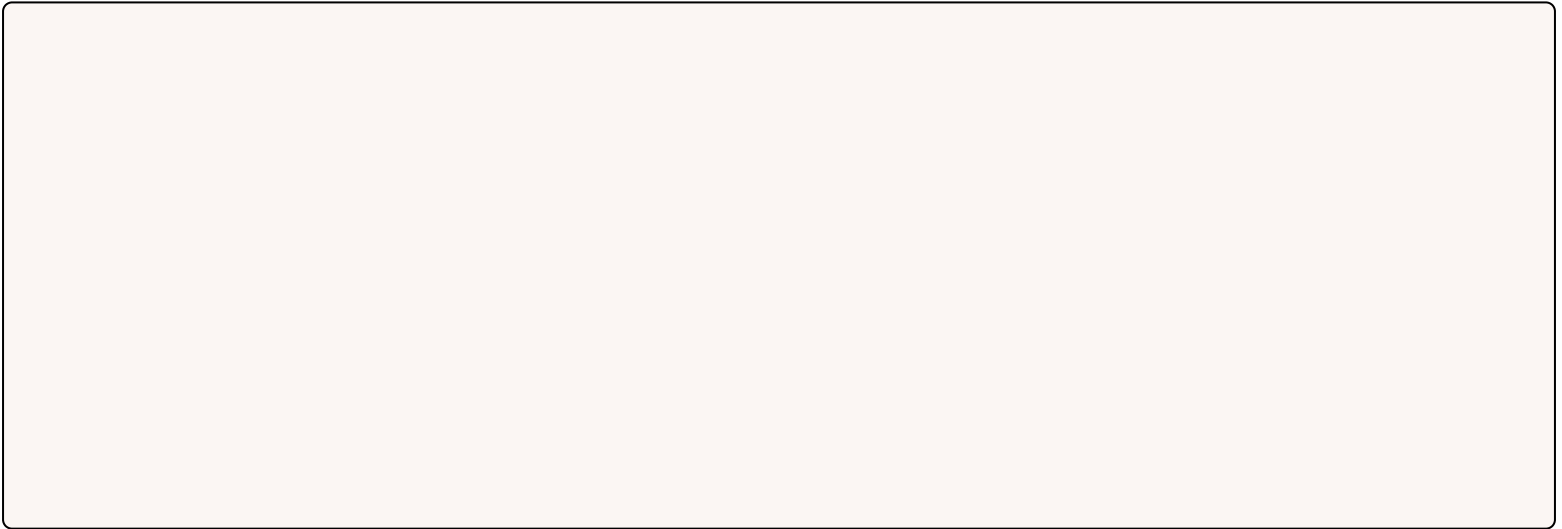
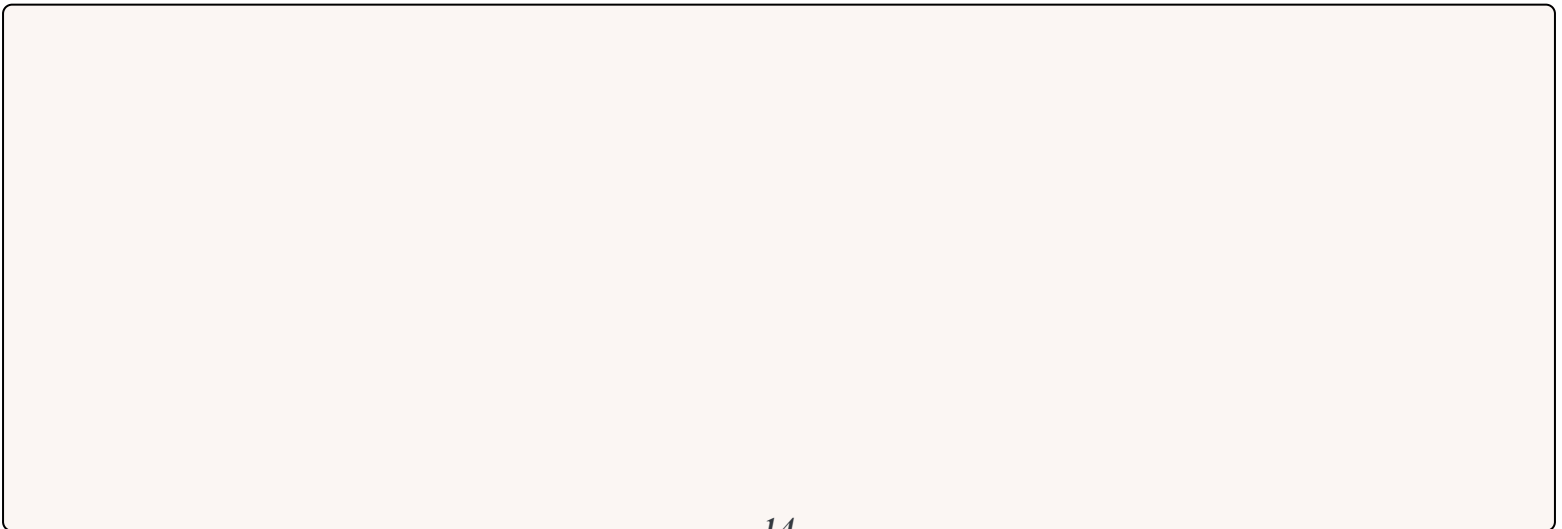
NOVEMBER

DECEMBER

Journal

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