

How to embrace

THE FOUR FE4RS®

of Business Ownership

The Victory Planner

MAP YOUR PERSONALISED SUCCESS JOURNEY

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THE FOUR FEARS® GUY

The Victory Planner

On the assumption that you are not a completist such as myself, you may not have completed the *One-Day 20-Point Challenge* or the “Act, Auction, Avoid” element of the *Brilliant Business Backbeat* activity. It might be worth [going back and working through those](#) as they will shortcut you to where this activity begins.

Let's get planning

Having acknowledged where you currently are on your journey towards Victory, and be more inclined to embrace (than hesitate around) the *Four Fears® of Business Ownership*, let's take the next steps:

Today's date:

What is the first *Victory* on your (now) updated to-do list?

How does it serve your *Big Business Wish*?

When will you achieve this?

What will you have added to your toolkit by achieving this (list two things minimum)?

When you have smashed that, what is next?

How does this next action serve your *Big Business Wish*?

When will you do this?

What two extra things will you have added to your toolkit?

And then what...?

How does THIS serve your Big Business Wish?

And, by when?

What are the next two things...?

The beauty of the Victory Planner

The point of the planner is to hold each 'next step' to account based on the criteria you have set yourself by working through:

- Scoring your actions in the *20-Point Challenge*
- Using that score to decide whether it is actionable, auctionable or avoidable
- Considering the best way(s) to achieve the step by applying the logic of "Action, Impact, Energy & Technique"
- Considering the benefits and opportunities that each action bring (*The Pros & More Pros List*)

Practice makes permanent

The **Victory Planner** is designed to only look one step ahead (at first). It basks in the successes from every action and keeps what is in front of you to a small, manageable, enjoyable and improvable workload.

As you make progress, you are building the habits, routines and resilience to keep going.

Your *Big Business Wish* should be bold, huge, unbelievable... magical. It is your 'Why' after all.

The secret to success?

Enjoying every step on the way.

I say EVERY... remember even *Fearless Freya* has wobbles, so don't put yourself under the pressure of perfectionism again (we've dealt with that already).

Wobbles are good. The whole point of the book and all its activities is to learn to love your wobbles.

Remember - Your 'Why' is bigger than your 'But'

