

ONE DAY
2025

2025 VISION:

SETTING GOALS POWERED BY **WHY**



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CHIEF REVENUE OFFICER

WHAT IS OUR
WHY?

WHAT IS **OUR** WHY?

ONE DAY
2025



WHY
POWER
IS GREATER THAN
WILL
POWER



You've got to want something and know **why** you want it, or you'll end up giving up too easily.

-DARREN HARDY

OUR WHY IS OUR CLIENTS.

OUR VISION IS TO HELP THEM ACHIEVE THEIR VISION.

1
GOAL: 11,000 LEADS

2
GOAL: 70% LEAD TO CALL RATE
(TALK TO 8000 LEADERS)

3
GOAL 18% LEAD TO CLOSE RATE
(SELL TO 2000 NEW CLIENTS)

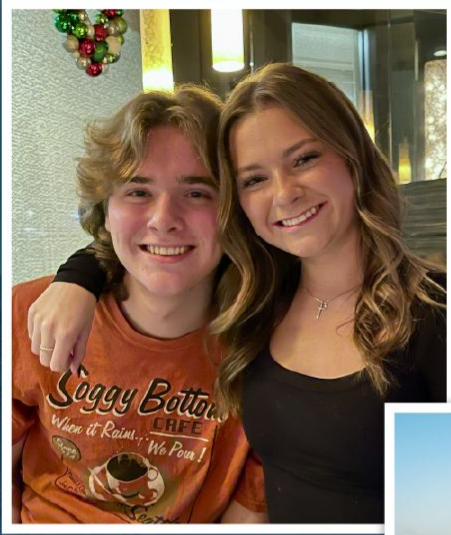
4
GOAL: *INCREASE REFERRALS BY 25%*
(\$1.4M IN MRR)

5
GOAL: *1000 UPSELLS/CROSS SELLS*
(WITHIN CLIENT BASE | 1.7M)

6
GOAL: *RETAIN* 95.2% OF VA CLIENTS
98.45% OF AS CLIENTS

**REVENUE
GOAL:** **\$94.9M**

WHAT IS YOUR WHY





OWN YOUR WHY

ONE DAY

MY WHY:

MY VISION:

EXAMPLE CATEGORIES:

PERSONAL & SOCIAL, WORK & CAREER, FAMILY & INNER CIRCLE, SPIRITUAL, FINANCIAL, INTELLECT, HEALTH

SETTING GOALS

MY VISION:

ONE DAY	GOAL	WHY	Q1	Q2	Q3	Q4
RELATIONSHIPS	Help Parker with Organizing his life	Gift him with the ability to take charge of his life.				
	Weekly date nights	Maintain and build our connection outside of our day to day life.				
	Enrich friendships	Be more proactive and don't cancel last minute, host a party.				
	Read Bible daily	Remind me who is leading my life				
HEALTH	Weekly date nights	Build strength and calm my stress.				
FINANCES	Curb Spending	Reduce waste, not use retail therapy as a way to cope with stress, and reduce unnecessary spending				

WHAT ARE YOUR GOALS

[illegible]

2025