

It's

JULY

Time for a Mid-Year Reset

Half the year is officially over, so where do you stand? How much progress have you made toward your 2024 goals?

Get back on track with a Mid-Year Rest!

We use the word VICTORIOUS to guide the process. These worksheets are for you to reflect and plan.

With focus, smart actions and an inspiring vision, the rest of your 2024 will be productive, profitable and exciting!

Vision: Reimagine the possibilities for the rest of the year.

Income & Expenses: Look at your financials to determine what you need to work on.

Celebrate: What went well in Jan.-June? What did you enjoy doing?

Track Progress: Dig out your original goals for the year and take note of your progress on each.

Overcome Obstacles: What roadblocks kept you from making progress? Can you remove any?

Routines: Do you have routines that help you...or hurt you? What can you streamline?

Immediate Gratification: What are a few things you can do right now to make rapid progress?

Ownership & Delegation: Look at your to-do list. What can you delegate or delete?

Understand & Break Down: Reverse engineer each big goal to break it down into doable steps.

Sales Practices: Examine your selling process--what can be improved and how will you do it?

We'll start with your Vision on the next page.

Vision

In this section, write your original vision for 2024 (whatever you can remember).

It's important not to judge yourself harshly if you haven't made as much progress as you wanted! You are a busy human with a full life. You may be able to "do it all," but not all at the same time!

Now, create a revised vision for 2024. Make it inspiring so you will enjoy working toward it.
How do you want the rest of this year to look and feel?

Income & Expenses

Using your new vision for this year, how are your income and expenses tracking toward your goals? Record your thoughts below.

Income: take some time to reflect on what worked--what activities made you the most money? Can you do more of those activities in the next 6 months? What products and services sold well and which didn't? Can you shift your focus to only the ones that brought in the most revenue?

Expenses: did you have unexpected expenses or did things cost more than you had thought they would? What can you do now to control (or even reduce) your expenses for the next 6 months?



Celebrate

Jot down some of your accomplishments in the first half of this year. Did you make a big sale? Launch a new product? Go live with your website?

These don't have to be "big" wins, just things that you feel good about.

Also, think back over the past 6 months and write down what you enjoyed doing. What activities in your business brought you energy, satisfaction, joy?

Track Progress

Many entrepreneurs find it challenging to track their progress. After all, it's not like you have a boss who checks to see if you've gotten your work done! Is this an issue for you?

What processes or systems can you set up that will give you some accountability? Consider apps, calendar notifications, a business bestie to keep you on track, making forward progress each week.



Overcome Obstacles

Think back over the first part of this year. What EXTERNAL obstacles did you encounter that slowed or halted your progress? How can you prevent them from coming back?

Now consider what INTERNAL obstacles or roadblocks did you create for yourself? Often our own mind gets in our way, from fear, doubt or uncertainty.

What strategies can you learn now to help you if you encounter these same obstacles again? What kinds of support can you put into place to help you?

Routines

Our habits and routines can dramatically help us make progress toward our goals. On the flip side, though, they can also delay our progress or derail us entirely.

What routines and habits do you have that hinder you? How can you either stop doing them or tweak them so they become helpful?

What new routines and habits could you cultivate that will give you more energy, encourage your progress, perhaps even create excitement and joy?

Immediate Gratification

Quick wins are a fantastic energy boost! If you have a to-do list, look it over to see which items will take you less than 30 minutes to accomplish. If you don't have a to-do list, just give this some thought.

Even if these items are not high priority, giving yourself the gift of a half-day of crossing stuff off will lower your stress level and give you reasons to celebrate.

What quick wins can you give yourself this week?



Ownership & Delegation

As you were reviewing your to-do list for the previous worksheet, did you notice several things that would fit the “have to be done, but don’t have to be done by me” category?

Take some time to list out tasks that you do that fit these criteria:

- Someone else could do them as well as (or almost as well as) you could
- Someone else could do them even better than you could

You may not currently be able to hire someone to do them, but keep a running list. When you can afford it, delegate, delegate, delegate!

Rather than giving some of the tasks to another human, are there apps or automations that could do them for you? Do a quick internet search to see.

Imagine the time you’ll get back--you can spend it on “owning” all the things that you do best!



Understand and Break Down

Go back to the vision you created in the first worksheet.

Turn your vision into specific goals. Then reverse engineer them by breaking them down into smaller monthly or weekly goals.

For example, if your revenue goal is \$50,000 and you sell a \$500 product, you will need to make 100 sales ($\$50,000/\500).

Break that down into sales per month (around 16 sales) and then into weeks (4 sales per week).

Use the space below to break down at least 5 big goals into weekly goals. Then strategize how you will achieve them.



Sales Practices

Every business owner must know how to sell their product or service. No sales means no income, which means no business, right? Yet so many owners shy away from the word “sales” because it sounds pushy or slimy.

You may have heard it said that **Selling is serving**. I wholeheartedly believe this.

Imagine if you were a tow truck driver and you saw someone with a flat tire. Would you drive right by because they didn't ask you for help? Of course not!

OK, so as that tow truck driver, how would you sell to someone who didn't have a flat tire right then, but might have one in the future? This peace of mind is what AAA sells and that's a \$719M business.

There are four questions you need to ask yourself to become a more confident sales person. Use the space below to answer them.

What problem(s) do you solve?

How do you solve that problem?

What are 3 ways that you are different from your competition? (Even if your competitors have 1 or 2 of these, you need to identify a list of 3 that no other competitor also has those same 3.)

Who has the problem(s) you solve? (Those are your customers.)

You now know who you should be selling to, how you them them, and why they should buy from you instead of the competition. Internalizing this will make your sales conversations a lot smoother and more profitable.



That's it! Do you feel VICTORIOUS?

You'll see the real proof at the end of the year, but I want to congratulate you on digging in deep and creating a Mid-Year Reset!

Your rediscovered focus and excitement will help you crush your goals this year!

Can Aviatra help?

During the months of July and August, we offer an intensive Mid-Year Reset package designed to get you moving in the right direction, with strategy, resources and support.

Learn more at AviatraAccelerators.org/Mid-Year-Reset or scan this QR code.



**As we always say:
You can do this
and you don't have to do it alone!**