



CREATE YOUR
PURPOSEFUL
BUSINESS PLAN
FOR 2022

WORKBOOK

Created by Quinn Tempest

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THE 5 PURPOSE STAGES

Curious Carole • The Dreamer

Carole has lots of exciting ideas for her business that she loves to think and dream about! She's a bit worried that she won't pick the "right thing" and it's this fear that paralyzes her from taking even messy action.

Hustlin' Hannah • The Scientist

Hannah has tons big questions about her biz: *How will it make \$? Who will buy? How to market it?* She's busy iterating her direction, but it often feels like flip-flopping. She's unsure where it will all lead & is wracked with self-doubt.

Buider Becky • The Worker

Becky is BUSY! She's got a lot projects she's focused on - *launch website! build audience! generate revenue!* - and she's exhausted. Her business has stopped feeling good and she wishes she had more time, more energy, & more purpose.

Scaling Samantha • The Cultivator

Sam is nurturing her business and making strategic decisios to help her grow. Systems & processes actually **excite** her! She's starting to truly step into her purpose & business vision but sometimes struggles to stay in her own lane.

Aligning Alexis • The Rockstar

Alexis is confidently becoming a leader and growing her business' visibility and reach. She's focused on redefining her vision and staying true to her purpose, while learning how to gracefully say "no" to opportunities that no longer serve it.

2022 REFLECTION

How do you want to feel in your business in 2022?

It's easy to lose sight of *how we feel about* our business and *in* our business while working hard to reach our goals. But, the journey itself is just as important as the destination. Doing more isn't doing better. Leading your business with purpose can help you build something meaningful, sustainable, and.

(It may help think of your answers in terms of MORE or LESS. e.g. "I want to feel less analysis paralysis." "I want to feel more excited to create content for my people.")

Less	More

2022 REFLECTION

What do you need in 2022 in order to grow with purpose?

In the space below, create a cloud of words or brief phrases that come to mind. For example, “space in my day,” or “a likeminded community,” or “education.”

Remember: this is not an action plan yet; it's simply identifying opportunities at a high-level where you know things need to shift. By shining a light on these first, your 2022 business plan will be more purposeful and strategic.



2022 PLANNING

Brain dump the 2022 objectives that will help you grow.

List as many major primary objectives that you'd like to achieve in 2022. These statements should be brief and help inspire you and set your direction. They should *not* be measurable. Here are some examples based on each Purpose Stage:

CC: I want to build clarity around my business direction.

HH: I want to do a beta test of my first offer.

BB: I want to launch my podcast.

SS: I want to create a more seamless, stress-free client experience.

AA: I want to deliver my first keynote speech.

2022 PLANNING - EXTRA CREDIT!

Map out your 2022 objectives that you will focus on in each quarter.

This is just a guess! Getting intimately familiar with your *capacity* to make progress on your objectives is a skill that takes time to cultivate and a *system* that helps you harness your time & energy intentionally.

Q1 (Jan - March)

Q2 (April - June)

Q3 (July - Sept)

Q4 (Oct - Dec)