



Don Crowther's

STRATEGIC INSIGHTS™

Annual Forecast Worksheet

Year:	
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Situational Forecast: (Big picture: economy, attitudes, etc.)	Industry Forecast: (Key factors affecting our industry)
<ul style="list-style-type: none">•	<ul style="list-style-type: none">•
Emerging Trends That Could Affect Our Business:	Impact, Implications Of Those Trends:
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
Major Opportunities: (Business-building possibilities)	Major Risks: (What could hurt our business?)
<ul style="list-style-type: none">•	<ul style="list-style-type: none">•



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Year:	Calendar Year 2013
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Situational Forecast: (Big picture: economy, attitudes, etc.)	Industry Forecast: (Online Business Training) (Key factors affecting our industry)
<ul style="list-style-type: none"> • Similar to worse economic growth worldwide and in the US • Continuing high unemployment • Continuing tight money availability • Worsening low financial flexibility • Slight uptick in home prices, but not enough to make up for underwater status • Continuing concern about inability to retire, especially in baby boomers 	<ul style="list-style-type: none"> • More lower priced programs, moving people into higher priced programs – low prices lead • More higher-priced program – personal contact with masters • Social media recommendations and community even more important • Shift towards paid traffic • Fewer big launches, weaker support in launches • Increasing unwillingness to mail pre-cart
Emerging Trends That Could Affect Our Business:	Impact, Implications Of Those Trends:
1. Time increasingly precious	1. Shorter videos, more direct training, show the fastest path to cash
2. Personal, personalized guidance	2. Coaching, mentoring programs, user-based learning
3. Done for you will take on new significance	3. Create done-for-you programs
4. Hybrid done for you	4. Guided actions programs, systems
5. Mobile buying and consumption	5. Compatibility, seamless mobile process
6. Content ubiquity	6. Content available in multiple formats/prices
7. Desire for real community	7. Build real community elements into everything
8. Weaker affiliate support in launches	8. Build/build relationships with own list
9. Increasing power of online video	9. Execute 100-video strategy
Major Opportunities: (Business-building possibilities)	Major Risks: (What could hurt our business?)
<ul style="list-style-type: none"> • List-building systems • Building Key Sales Systems communication stream • Live event(s) • Establish podcast • Content ubiquity programs 	<ul style="list-style-type: none"> • Economic freefall • Free content/sales balance • Insufficient free content • Decline in live event attendance